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Speaks for the Lawyers

Renault Stephen St. Laurent, 49, is the new president of the Canadian Bar Association, an office once held by his father, Hon. Louis St. Laurent, the former Prime Minister. The Bar Association is a voluntary organization established to advance the science of jurisprudence, promote the administration of justice, seek uniformity of legislation throughout Canada and encourage co-operation among the 10 provincial law societies. More than 8,000 of Canada's 13,000 practising lawyers are members. *(Personality sketch, p. 6)*

NATION'S BUSINESS

Ike and K Talk Big on Trade

Both Mr. Eisenhower and Mr. Khrushchev have in the past week been doing a lot of loud talking about opening up the floodgates of trade and drowning international tensions in a deluge of buying and selling.

In Eisenhower's London television performance, he held up the prospect of freer trade between the U.S.S.R. and the U. S. as the key to peace.

In Khrushchev's now celebrated article in Foreign Affairs, he sounds exactly like Eisenhower by promoting the same point of view.

And as reported on page 25, Mr. Khrushchev—like the ebullient traveling salesman that he is—is arriving in Washington next week with a long list of things he wants to buy and things he wants to sell.

Assuming something comes of all the big talk, where does this leave Canada? At least three of the items that Russia is interested in selling to the U. S. are already bought in sizable quantities from Canada—asbestos, lumber and fur. And the more U.S.-U.S.S.R. trade talks emphasize nice, safe, non-political natural resource products, the closer they come to hitting the Canadian pocketbook.

Largely as a legacy of the now-defunct trade agreement between Canada and Russia, Canada sold $10 million worth of commodities—mostly wheat—to Russia in the first six months of this year. That compares with $17 million in sales last year when the agreement was in force. To date, little or no real progress has been made in renewing the agreement.

But there is room for a lot of improvement in U. S.-U.S.S.R. trade before Canada will feel any pinch. Trade between the two giants has been at a virtual standstill for several years. Recently it's risen to a ripple—$3 million in U. S. sales to Russia in the first five months of this year, almost as much as total sales in all of last year.

Given our own prosperity, it's doubtful indeed if Russia could advertently or inadvertently deliver a body blow to Canadian trade or welfare. What's far more important is what U.S.S.R. sales to the U. S. might do by way of replacing sales to the U. S. by underdeveloped countries.

They are the real explosion points of the future. And right now they depend for their well-being almost exclusively on sales of natural resource commodities to the big, industrialized countries such as the U. S.

Any U. S. concession that overlooks the interests of these people is short-run gain for incalculable long-term loss. Let's not have any careless selling down the river of allies, friends and possible friends.

* * *

Taking the Bold Line

What are the chances of a serious cut in the world's arms budget, now a staggering $100 billion a year? The answer is simple. It will happen when the strongest powers decide that it's safe, and more rewarding, to let people spend their money on houses, cars, roads, schools or refrigerators. In short, the chances don't look good at the moment.

In the new 10-country United Nations disarmament commission, Canada seems to have another opportunity to promote sanity. But our election to this body has caused no more national excitement than if the commission were asked to answer a foolish question like whether the moon can be colonized or why wheat farming is risky.

There's an excuse for the tired, cynical attitude. Past UN arguments about disarming have been fruitless. There's little hope for the one just starting, regardless of the procedure it adopts.

What is needed is not a formula, trying to equate X bombers with Y submarines, but the right political climate. And this would be a climate in which the Americans and the Russians could agree without risk that their arms competition is unnecessary and ridiculous.

It is now Mr. Eisenhower's job to convince Mr. Krushchev that it is time to put butter before guns. More than friendly words, it's clear, will be required.

Canada, in this situation, can only be effective by taking a bold line that doesn't merely echo Washington. Inside or outside the UN commission, Canada's job is to say not just to the Russians but to both sides that the arms race is both wasteful and unsafe to the point of insanity.

NO SERUM

Sleeping Sickness Danger in Canada

Scientists are hunting an answer to the threat posed by virus-carrying Prairie mosquitoes . . .

From Our Own Correspondent

SASKATOON — Expect trouble from mosquitoes in Saskatchewan.

"Disease-carrying mosquitoes may increase tremendously in the province in about a decade and infect thousands," biologist Dr. J. G. Rempel told **FP** this week.

The South Saskatchewan dam near Outlook will bring miles of irrigation ditches.

"These ditches are the best possible breeding place for the type of mosquitoes that carry the virus which causes sleeping sickness in human beings and horses," Dr. Rempel said.

"Animals can be vaccinated, but there's no adequate serum to protect human beings. Conceivably, tens of thousands of people could become ill."

Dr. Rempel is professor of biology at the University of Saskatchewan. He is known for his studies of the mosquitoes of Saskatchewan.

In collaboration with members of the Dominion Science Service, he made a study of black flies on the South Saskatchewan River.

The scientists worked out a control method, and it later licked similar disease-carrying flies on the Upper Nile.

Concern about the potential danger from mosquitoes in Saskatchewan is so great now that the professor has called a meeting of Defence-Research-Board-appointed scientists in Saskatoon this week.

They will discuss the problem with medical and agricultural researchers and compile a report that should be ready in November.

The DRB-appointed officials, who form a "Committee Working on Prairie Mosquitoes", include:

J. A. Downes, Ottawa, research branch, Canada Department of Agriculture (chairman); Dr. A. D. Hess, Logan, Utah, member U. S. Public Health Services; Dr. Brian Hocking, department of entomology, University of Alberta; Dr. J. A. McKiel, laboratory of hygiene, Ottawa; Dr. J. McLintock and Dr. R. Vockeroth, both of research branch, Canada Department of Agriculture, Ottawa; and Prof. Rempel.

One of the recommendations likely to come out of the session is that there be a great deal more research aimed at developing a good vaccine to protect human beings against sleeping sickness.

But. Prof. Rempel isn't optimistic that a serum can be developed before the possible Saskatchewan outbreak.

"Research scientists just don't seem to have the incentive to go

(Continued on page 8, col. 3)

Signs & Portents

DON'T BE SURPRISED if a big Canadian soft drink manufacturer comes out with canned beverages soon. Booming supermarket sales of canned drinks, produced by small firms, have the big boys worried. They're hush-hush about plans.

* * *

THE CREDIT CARD could lead us back to the monthly grocery bill. Some Sacramento, Calif., supermarkets are accepting credit cards for food. Objection: Interest charges ranging from 2% to 6%.

* * *

DON'T WASTE your insomnia. Sleepless hours can be made productive with an "electronic secretary" like the one in a new U. S. medical centre. You can telephone the office at any time and dictate letters or reports. A stenographer transcribes the material next day. No report yet on whether it's cheaper than sleeping pills.

* * *

HINT HERE for silt-troubled Lake Ontario ports (FP, June 20): Scientists are using radioactive gold mixed into harbor mud to trace silt movement in San Francisco harbor. Results so far: "Successful".

* * *

SNEEZERS AND SNIFFLERS can expect more researchers to rush to their aid. A bad hay fever season has boomed sales of antihistamine drugs. Pharmaceutical houses and universities will spend more for research to relieve the wheezing and runny noses.

Inside

The Tough and the Taut

Street markings that need no paint; recoiling dog leashes; floors immune to crashes and acids: See What's New, **FP**'s fascinating weekly column on new products and products new to Canada. ..... p. 15

Money Making Ideas from Overseas

This list of ideas from overseas could hold new profits, new plants, new expansion for you. ..... p. 28

Build-it-Yourself Car for $650

You can put together this car kit in 90 hours, drive it at 60 mph, get 100 mi. per gal., almost park it on a dime. It's the U. K. answer to taxes. ..... p. 35

Khrushchev's Shopping List and You

The trade aspects of next week's Russian-U. S. get-together will hold some important portents for Canada. Here's why. ..... p. 25

Calgary Setting Scooter Trend?

From Our Own Correspondent

CALGARY — They're selling motor scooters like hot cakes here this year.

Watch the little whizzers go by, all shapes and sizes (prices $250 to $700) and with a decided international flavor.

They include Prima models (German), Lambretta and Vespa (Italian), Manhurin (French), Honda (Japanese), and Cushman (U. S.).

Cycle shops, auto and machinery firms and at least one department store are cashing in on these machines.

All of them report hikes (from 25% to 400%) in scooter sales over last year.

One shop owner has already sold 40 scooters this year compared with a dozen last year.

It could be the rumblings of a national trend.

Main age group for sales: 14 to 16. Several machines go to rural points and summer resorts.

Francis Pados (who handles Primas), one of the first to market motor scooters here, told **FP** he expects to triple his 1955 output (20).

Next year he plans to spend $30,000 on a "scooter house"—a separate department in his store.

Lee Eggan and Jim Sibthorpe, cycle shop owners, also plan to expand their scooter departments.

"With trade-ins we should do even better next year," says Eggan.

What's behind this spurt in sales?

Some say the machines "just sell themselves".

Others insist that returned tourists from Europe brought the fad home.

"The machines are easy to navigate," said another shop owner," and boys use them for

(Continued on p. 2, col. 5)

Pozzolan Outlook Bright, Stock Issue Coming Soon

From Our Own Correspondent

VANCOUVER — Prospects are peppy for the Vancouver Island shale that makes pozzolan.

Continent-wide interest has perked since the shale's discovery (**FP**, May 9).

Pozzolan is a partial replacement for cement to obtain a harder, more workable, more stable and more waterproof concrete . . .

Plus a bonus factor: Lower-cost concrete.

Here's the up-to-date picture of the West's pozzolan poppings:

• An evaluation by consulting engineers indicates that the British Columbia pozzolan can be manufactured and marketed at a price below the cost of cement.

• The consultants anticipate the B. C. pozzolan will make a satisfactory oil well cement, which could open up the entire western petroleum industry as a potential market.

• The engineers say that latest research in the U. S. has demonstrated that pozzolan, with lime and a special "accelerator", produces a cementitious mixture itself.

Thus pozzolan may in time become a total replacement or substitute product for cement,

(Continued on p. 9, col. 3)

Canada Soon Largest Maker Of Synthetic Vanilla Flavor

By W. L. DACK

A Canadian company's persistent research efforts in pulp and paper byproducts has started to pay off in an important way.

Ontario Paper Co., Thorold, Ont., will soon become the largest world producer of synthetic vanillin — widely-used flavoring.

Company has just completed a major expansion at its Thorold plant. Total vanillin capacity now: More than 1.5 million lb. annually.

The vanillin is recovered from waste liquor produced in the manufacture of sulphite pulp for newsprint.

Company's research department developed its own vanillin process, protected by patents.

The researchers are now active on other lignin-based products, which could hit the market over the next two or three years.

In 1943, Ontario Paper became the first North American producer of ethyl alcohol from waste sulphite liquor.

In a steadily rising world market for vanillin flavoring, the lignin product has become an essential supplementary supply to natural vanilla — a product of the vanilla bean.

Now virtually all of the big industrial users, manufacturers of ice cream and candy, use the attractively priced lignin vanillin.

Ontario Paper exports much of its output to several European countries.

Ontario Paper and **Howard Smith Paper Mills** — first in the vanillin field in Canada — supply the bulk of our domestic market.

Demand for the flavoring material has expanded steadily with the rising standard of living.

Outlook: Continued growth in demand, particularly from overseas countries.

All-Year Navigation Trend Rolling Now with New Pep

By JACK McARTHUR

MONTREAL (Staff) — The snowballing trend to all-year navigation of the Lower St. Lawrence is moving ahead on a broad front.

Latest developments:

• The shipping line which last year pioneered cold-weather ocean-going service to Quebec City has announced details of this winter's ambitious plan for that port.

• An international drive for a deep-water port at Riviere-du-Loup, 110 mi. below Quebec City on the south shore of the St. Lawrence, is picking up momentum.

These and earlier developments assure another lively winter for the budding all-year ports on the Lower St. Lawrence.

In addition to Quebec City and the ambitions of Riviere-du-Loup, these other ports are in the picture:

▸ The increasingly important aluminum and paper port, Baie Comeau, is about to become a major grain transshipment point.

▸ Not far downriver, Port Cartier is being built to ship pelletized iron the year round.

▸ On the south shore near Ri-

(Continued on page 8, col. 3)

PROMOTIONS READY

Retailers See Buying Burst, 9% Sales Hike

Here comes the real test of consumer confidence in the upturn . . .

By RAY MAGLADRY

Retailers will be gunning hard for sales gains in the last three-month lap of 1959.

They are readying hard-hitting promotion for the all-important fall and pre-Christmas periods.

What they expect:

• A bigger buying burst than anything since the recession tightened up consumer purse strings.

It could carry the year's gain in dollar volume to the 7%-9% range, a little off the 10% hike which some analysts had forecast (**FP**, May 16).

• Department stores will likely pace this advance, continuing a sharply higher trend that developed in early summer.

Big-business items this year: Clothing, appliances and furniture, sporting goods, photo equipment, jewelry, radios and records.

"We still have yet to hit our post-recession stride," one chain store operator feels.

"Improvement has been steady this year, even held up fairly well in a hot summer.

"But now we are ready for the real test of just how complete the consumer's return of confidence has been."

General retailing the first half this year moved up 5.4% over 1958, and appeared to hold well through mid-summer months.

Department stores, for example, have been chalking up gains in the 5% to 10% bracket through sticky August weeks (**FP**, Sept. 5).

One indicator of the 1959 buoyancy in the recession-hit appliance field:

Shipments of washing machines to retailers were up 14% in first half this year, dryers up 36%.

Of all sections, clothing retailers are listening most intently to weather forecasters.

"Above-normal temperatures at this time of year can knock our business for a loop," an apparel salesman says.

"Similarly, a good start in the fall almost ensures us of good gains."

U.K. Titanium Giant Plans Factory Here

By VINCE LUNNY

MONTREAL (Staff)—**British Titan Products Co., the** largest producer of titanium pigments outside the U. S., plans to establish a $16 million factory in Canada.

Likely site: near Sorel, Que. It will mean an annual market for 15,000 tons of titanium slag from **Quebec Iron & Titanium Corp.**, Sorel.

Chairman G. H. Beeby is in the city this week to complete arrangements.

The Canadian development is part of a vast expansion program to meet increasing demands for tioxide in the U. K. and Commonwealth markets.

Some $38 million will be spent on extensions of two U. K. plants as well as plants in Australia and India.

(Continued on page 8, col. 2)

How Much Boom?

The Outlook

• In Canada, industrial building plans sweep ahead adding buoyancy to the boom . . .

• In the U. S., the pace of business activity quickens and money is tight . . .

By DALTON ROBERTSON

Despite the decline of industrial stock prices to their lowest point this year, there is no let-up in the flow of business news reflecting solid growth just past and bright prospects just ahead.

▸ Best development in the past week is the report that July's sharp pick-up in the awarding of industrial construction contracts gathered still more steam during August.

Contracts for new plants in July came to $24 million, three times the size of year-before totals. Then in August, awards topped $45 million—seven times the value of a year earlier. (See page 29.)

The significance: Business analysts take this as a sign that capital spending on new plants, new facilities, new equipment is in the early stages of rapid expansion. And how far this spending goes will be a major determinant of how long the current boom lasts.

▸ Freight car loadings on the railways are beginning to turn in solid year-to-year advances every week. For example, in the week ended Aug. 21, the increase was 5.2% and the week before the gain was 5.6%.

Since early June, loadings have averaged a 3.5% year-to-year advance. Biggest gains are being made by iron ore, aluminum ore and crude gypsum.

The significance: The recent gains are being chalked up after a long succession of year-to-year declines throughout the earlier months of this year. The pick-up in industrial production, especially of products destined to go into new construction, new equipment, is finally starting to show through.

▸ Retail sales, up 9% in June, averaged a 5% year-to-year gain during the second quarter and retailers expect that a burst of spending this fall will bring the advance for the full year into the 7%-9% range.

This is predicated on the fast-rising trend obvious in de-

(Continued on page 8, col. 3)

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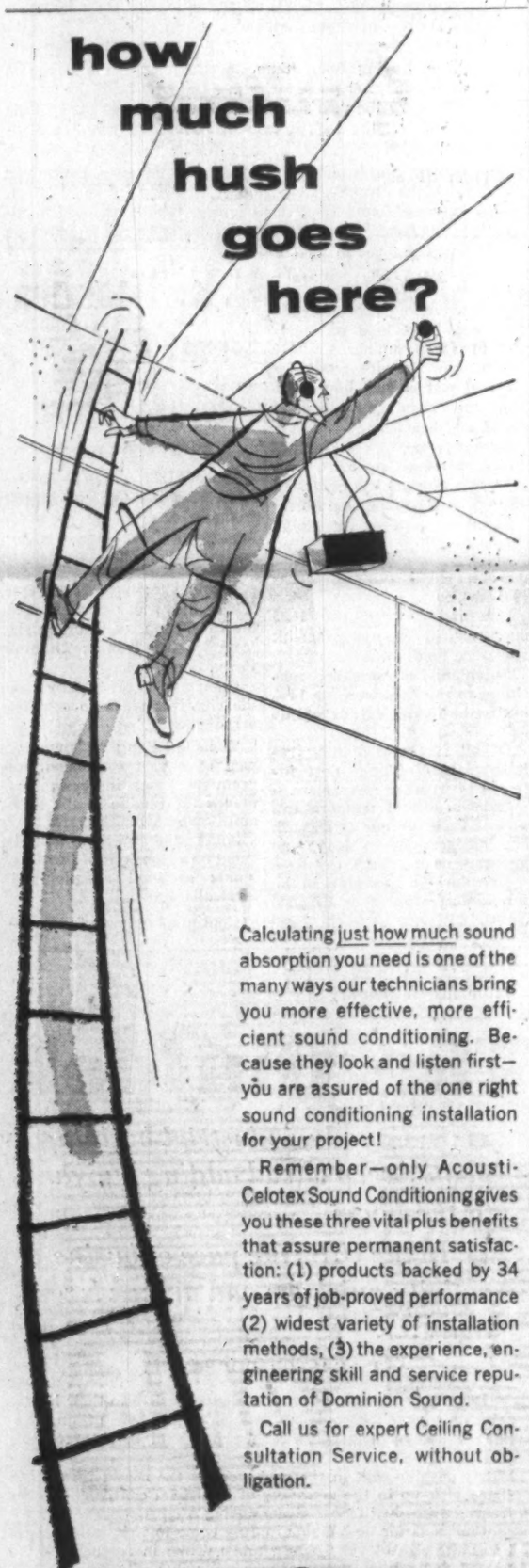

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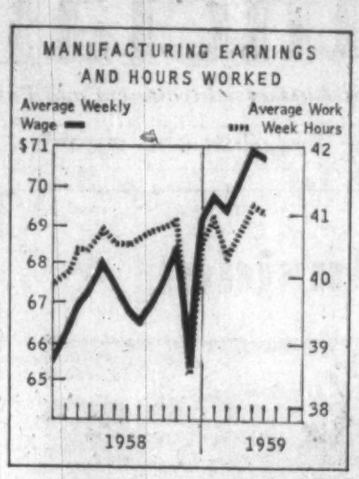
Trend of Business

Average weekly wages in manufacturing declined in June to $70.71 from $70.90 in May due to unchanged average hourly earnings at $1.73 and shorter work week at 41.0 vs. 41.1 hr. A year ago, wages averaged $67.47, hourly earnings $1.67 and work week 40.5 hr. In durable goods manufacturing, average weekly wages were virtually unchanged from the previous month ($77.10 vs. $77.12) while in non-durable goods group, wages dropped to $64.33 from $64.63 in May.



Living costs edge higher in August. Canada's consumer price index (1949: 100) rose 0.4% from 125.9 to 126.4 between July and August. The food index increased seasonally from 119.2 to 125.2 under higher prices for eggs, oranges, lettuce, beef and pork while price decreases were recorded for most fresh vegetables. The shelter and "other" commodities and services indexes rose slightly; the clothing index was unchanged and the household operation index eased fractionally.

August motor vehicle production declined sharply to 5,796 units from last year's comparable 9,214 units, but with year-to-year increases in all previous months except May, the January-August total rose 13% to 282,006 units from 250,290 a year ago. Eight-months output of passenger cars was 231,698 units (210,410 last year) and commercial vehicles, 51,308 (39,880).

More iron ore moving. Shipments of iron ore from Canadian mines in June increased 56% to 3.5 million tons from 2.3 millions tons a year earlier, boosting January-June shipments 71% to 7.4 million tons from 4.3 million tons last year. End-of-June stocks dropped to 1.8 million tons from 2.9 million a year ago.

Wheat exports get off to slower start in current crop year. Overseas sales in period Aug. 1-19 totaled 13.4 million bu. vs. 17.4 million bu. in like period a year ago. Visible supplies of Canadian wheat in all North American positions aggregated 406.5 million bu. compared with year-earlier total of 390.7 million bu.

Domestic beer sales in Canada totaled 1,050,453 bbl. in July, up 6.2% from 988,260 bbl. in the like month last year, the Dominion Brewers Association reports. Sales for the first seven months this year were ahead 2.1% at 5.2 million bbl. vs. 5.1 million bbl. last year.

Fish harvest eased 1% to 320 million lb. in July from 322 million lb. a year earlier, lowering January-July total 1.3% to 935 million lb. from 947 million last year. Seven-month landed value was 2% below a year ago at $50.2 million.

Major Weekly Indicators

	Latest Date or Week Ended		Previous Week	Change from Month ago %	Change from Year ago %
Passenger car production	(Sept. 5)	124	1,143	—46.1	—77.5
Truck production	(Sept. 5)	428	722	+71.9	—16.1
Bus. fail. 4-wk. moving av. (no.)	(Aug. 27)	26.0	26.3	+10.6	+35.4
Steel ingot production ... (tons)	(Aug. 29)	110,727	107,154	+9.2	+133.2
Steel production (% capacity) ..	(Aug. 29)	91.2	88.5	+9.2	+118.7
T.S.E. Industrial index	(Sept. 8)	514.98	525.54	—5.8	+7.3
Yield 114 stocks	(Sept. 8)	4.25%	4.16%	+6.0	—3.0
Chartered Banks					
Personal savings ($ millions)	(Aug. 26)	7,201	7,213	+0.8	+3.7
Loans outstanding ($ millions)	(Aug. 26)	6,332	6,354	+2.3	+23.6
NHA mtge. hldgs. ($ millions)	(Aug. 26)	905	898	+2.4	+32.7
Bank clearings:					
Montreal ($ millions)	(Sept. 4)	1,209	870	+20.4	+24.5
Toronto ($ millions)	(Sept. 4)	1,406	1,203	+10.8	+24.3
Cdn. dollar .... (U.S. cents av.)	(Sept. 8)	104.738	104.986	+0.3	+2.2
Carloading totals	(Aug. 21)	80,661	78,668	—3.3	+5.2
Eastern Canada	(Aug. 21)	52,309	51,226	—5.7	+5.5
Western Canada	(Aug. 21)	28,352	27,442	+1.6	+4.7
Iron and steel mfg.	(Aug. 21)	1,177	1,122	—8.2	+19.2
Ores, concentrates	(Aug. 21)	12,521	11,853	+2.0	+25.8
Base metals	(Aug. 21)	613	527	+14.6	—0.2
Lumber, timber, plywood	(Aug. 21)	4,567	4,492	—4.7	—11.6
Cement	(Aug. 21)	683	813	—20.2	—24.4
Bank of Canada holdings of					
Securities ($ millions)	(Sept. 2)	2,730	2,748	+0.3	+0.6
Short-term govt. ($ millions)	(Sept. 2)	523	523	+12.0	—63.2
Long-term govt. ($ millions)	(Sept. 2)	2,131	2,154	—2.5	+78.2
Other securities ($ millions)	(Sept. 2)	19	19	...	—58.7
Department store sales, % change from year earlier ..	(Aug. 29)	—6.8	+9.7	+9.5	+6.8

Facts by the Month

	Latest Month		One Month Previous	Change From Two Months Ago %	Change From Year Ago %
WHAT WE PRODUCE—					
In all industries (Index)	June	171.0	165.5	+5.5	+7.3
In factories (Index)	June	156.3	150.8	+6.7	+6.6
Total nondurable goods (Index)	June	151.6	148.0	+4.9	+4.9
•Food & bev.	June	159.5	143.5	+19.4	+3.1
•Textiles	June	124.3	122.7	—3.9	+11.4
•Clothing	June	112.4	114.5	—3.1	+5.6
•Chemical products	June	183.9	191.5	—1.7	—6.8
Total durable goods (Index)	June	161.5	154.2	+8.7	+8.5
•Iron & steel products	June	147.4	141.8	+6.6	+12.3
•Primary iron & steel	June	171.1	161.5	+2.3	+19.2
From mines (Index)	June	256.4	242.6	+7.8	+7.8
•Metals	June	205.0	197.2	+3.3	—2.9
•Nonferrous smelting, refining	June	151.6	148.3	+2.2	—0.7
•Gold	June	104.2	110.0	—4.8	—8.7
—From farms					
Cattle delivered (000)	May	133	134	—9.5	—2.9
Hogs graded (000)	May	615	688	—27.0	+48.2
•Grain mill products (Index)	June	131.4	130.0	—0.9	—0.5
—From sea					
•East Coast catch ($000)	July	9,536	10,545	+40.8	+33.8
•W. Coast catch ($000)	July	3,802	3,533	+150.0	—48.0
—From forests					
Newsprint (000 tons)	July	536	534	—2.7	+5.4
Pulp (000 tons)	July	872	885	—5.5	+7.8
—In powerhouses					
•Electricity (million kwh.)	July	8,089	8,289	—7.4	+5.5
WHAT WE SELL—					
Retail sales ($ millions)	June	1,384	1,438	+2.4	+7.9
Dept. store sales ($ millions)	June	109.3	117.8	+1.3	+10.1
Wholesale sales ($ millions)	June	769	754	+7.8	+11.6
Mfrs. outstg. orders ($ millions)	June	2,080	2,087	+0.8	—10.3
Pass. car sales (units)	June	48,265	47,235	—3.6	+24.7
WHAT'S ON HAND—					
Mfrs. inventories ($ millions)	June	4,390	4,404	—0.8	—0.8
Dept. store stock sales ratio	June	3.0	2.7	+7.1	—3.2
SPENDING, SAVING POWER—					
Labor income ($ millions)	June	1,523	1,484	+7.1	+8.6
Dividend payts. (Index) (annual rate)	Aug.	300.3	300.3	....	—2.9
JOBS—					
Persons with jobs (000)	July	6,206	6,053	+6.0	+2.0
Jobless seeking work (000)	July	228	304	—31.7	—21.6
Do. (% of labor force)	July	3.5	3.7	—35.2	—23.9
CONSTRUCTION—					
•Contract awards ($ millions)	Aug.	315	305	—3.7	—1.9
FOREIGN TRADE—					
Exports ($ millions)	July	424	520	—0.2	+2.8
Imports ($ millions)	June	524	516	—1.7	+17.5
MONEY—					
Money supply ($ millions)*	May	12,840	12,927	+1.0	+7.3
Cheques cashed ($ millions)	June	21,967	20,820	+2.6	+11.6
•Life insurance sales ($ millions)	July	462	355	—4.0	—11.3
Notice deposits ($ millions)	June	7,805	7,746	+0.2	+9.1
Current public loans ($ millions)	June	5,980	5,952	+3.4	+15.9

*Total deposits, less Govt. of Canada deposits, less float, plus notes in circulation outside the banking system.

PRICES—					
•Consumer prices (Index)	Aug.	126.4	125.9	+0.4	+0.9
•Wholesale prices (Index)	Aug.	230.8	231.0	....	+1.7

STRATEGIC MATERIALS—Production and Supply—	Latest Month		Month yr. ago	Yr. to date	% chge. yr. to date
Steel ingots and castings (000 tons)	June	468	403	2,819.5	+19.2
Nickel (000 tons)	June	16.6	16.6	84.3	—9.8
Primary copper (000 tons)	June	33.6	32.6	183.5	—4.0
Lumber exports (millions fbm.)	May	347	313	1,858.0	+18.9
Lumber (millions fbm.)	May	874	658	3,073.0	+6.5

•New item this week.
Index based: production 1949=100; consumer price index 1949=100; wholesale price index 1935-39=100.

Date of issue for your file, The Financial Post, September 12, 1959.

Look For It Here

Sept. 12, 1959

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Manitoba Tests Erosion Control

Experiments designed to control flooding and erosion along parts of the eastern escarpment of Riding Mountain in Manitoba are under way in a 7½-sq.-mi. test area centring on the headwaters of Wilson Creek.

The experiments are part of a program now in third year of its five-year duration under federal-provincial Northwest Escarpment Agreement.

Study was launched because of serious flooding and erosion problems on streams originating in the escarpment of Riding, Duck and Porcupine mountains.

NATIONAL STEEL CAR CORPORATION LIMITED

NOTICE OF DIVIDEND

Notice is hereby given that a dividend of twenty cents (20c) per share has been declared payable on October 15, 1959, to shareholders of record at the close of business September 17, 1959.

By Order of the Board.

J. PLUMPTON, Secretary.

Montreal.
September 3, 1959.

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Simpson's
525

Calgary Setting Scooter Trend?

(CONTINUED FROM P. 1)

delivering telegrams and papers, to get to school, and for amusements."

So great is the interest that city police, in co-operation with the local TV station, conduct a scooter club to teach youngsters safety rules.

An Alberta Motor Vehicles Branch official told FP that up to last week there were 437 motor scooter licenses issued, 25% higher than last year.

All applicants have to pass driving and written tests. Persons in the 14-16 year group are governed by law to speeds of up to 20 mph.

"Although most applications are from this age group, people who have their car drivers' licenses suspended sometimes apply for scooter licenses," said a motor branch official.

Motor scooters made their appearance here five years ago and up until last year, sales were slow.

Some stores had dropped the machines two years ago. Now they're ordering new supplies.

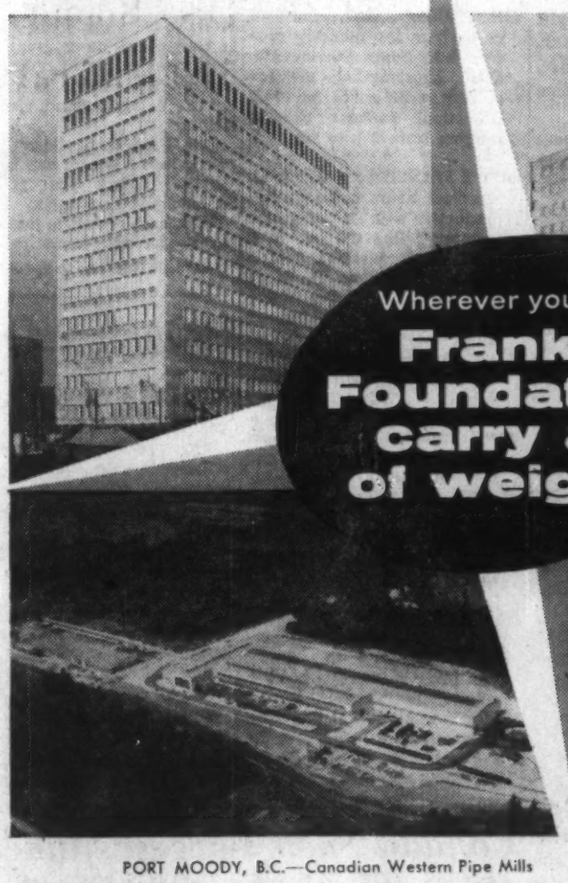
CANADA PERMANENT
MORTGAGE CORPORATION

Notice is hereby given that a dividend of Fifty Cents per share on the paidup Capital Stock of the Corporation for the current quarter has been declared, the same to be payable Thursday, the 1st day of October, 1959, to shareholders of record at the close of business on the 15th day of September, 1959.

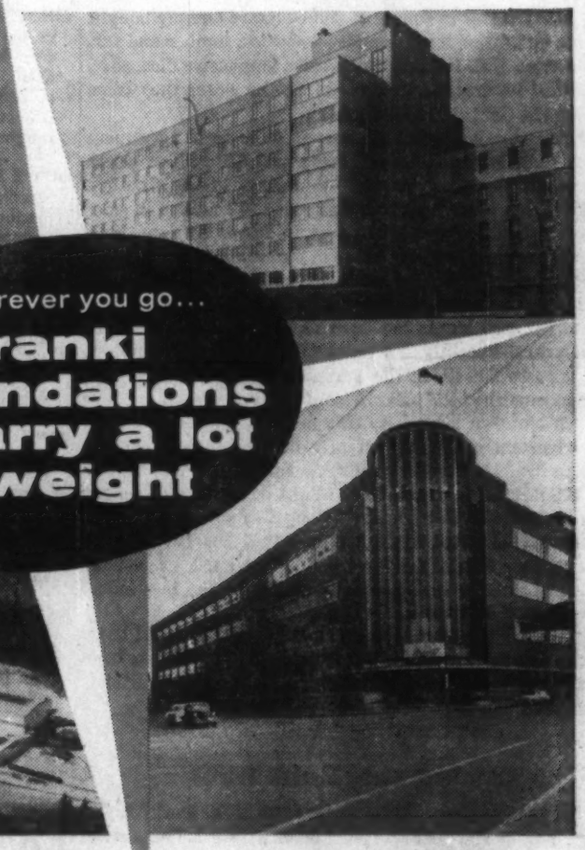
By Order of the Board.
Geo. D. Laverock, Secretary.
Toronto, August 19th, 1959.

FRANKI in Canada...

TORONTO, ONT.—Shell Oil Office Building



ST. BONIFACE, MAN.—St. Boniface Hospital



Wherever you go... **Franki Foundations carry a lot of weight**

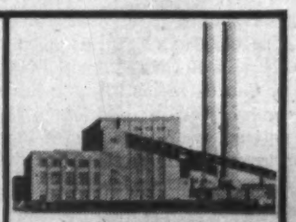
PORT MOODY, B.C.—Canadian Western Pipe Mills

MONTREAL, QUE.—Dow Brewery Bottling Plant

BRAZIL—Marquês de Herval, Office Building

MEXICO—La Commercial S.A., Office Building

FRANKI around the world



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Boost Exports To U.S. by 11%

How Canada's trade has shifted from the U. K. and Europe to the U. S. is revealed in seven-month DBS export figures . . .

OTTAWA (Staff)—The business recovery is continuing to shift Canadian exports toward the U. S. and away from the U. K. and continental Europe (FP, Aug. 8).

Exports are continuing to rise over-all on last year, but the increasingly buoyant totals mask wide swings in sales of particular commodities.

This is the picture revealed by the January-July export totals, just released by DBS.

Exports in July to all countries totaled $423 million, 2.3% above the July, 1958, total.

Over the seven months, January to July, our exports came to $2,781 million, 1.2% above the total for the corresponding period last year.

But increased demand for Canadian raw materials in the U. S. pushed exports to that country to $1,736 million in the seven-month period — 11% above last year.

At the same time, our exports to the U. K. fell off by 6% and those to other European countries by an astonishing 26%.

Exports to all Commonwealth countries decreased by 8%, and exports to Latin America by 9%.

We increased our sales to foreign countries outside the U. S. and Europe by 19%.

The shift toward increased dependence on U. S. markets began in March as the business recovery got under way south of the border.

By the end of June our import deficit with the U. S. (excess of imports over exports) was $398 million, up 110% on a year earlier.

Our import deficit with the U. S. for the whole of 1958 was only $268 million.

If the surge of trade with the U. S. continues we may be headed for the kind of trade deficit we had with the U. S. in 1957, the last boom year, when the import balance was $689 million.

Here are seven-month export totals to our principal customers besides the U. S. and U. K. with the change from January-July, 1958, in brackets:

- **Japan** $74.7 million (up 33%).
- **Germany** $68 million (down 39%).
- **Union of South Africa** $35.6 million (up 4%).
- **Norway** $33.6 million, almost unchanged from 1958.
- **India** $32.7 million (down 33%).
- **Australia** $29.4 million (down 9%).
- **Belgium - Luxembourg** $28.3 million (down 32%).
- **Venezuela** $26.4 million (up 5%).
- **West Indies Federation** $21.6 million (up 4%).

The increased export totals were the result of greatly increased sales of a few commodities — principally planks and boards, wood pulp, iron ore, uramium ores and concentrates, farm machinery and asbestos. cancelled out decreased sales of wheat, nickel, coarse grains and petroleum.

Here are seven month totals of four principal exports with the change from January-July, 1958, in brackets:

- **Newsprint paper,** $401 million (up 1.5%).
- **Wheat** $252 million (down 4%).
- **Planks and boards** $198 million (up 29%).
- **Uranium ores and concentrates** $182 million (up 30%).
- **Wood pulp** $180 million (up 14%).
- **Aluminum and products** $118.8 million (down 5%).
- **Nickel** $114.7 million (down 25%).
- **Farm machinery** $83.4 million (up 27%).
- **Copper and products** 79.5 million (down 10%).
- **Fish and products** $79.5 million (up 4%).
- **Iron ore** $67 million (up 44%).
- **Asbestos and products** $58 million (up 29%).
- **Coarse grains** $50 million (down 28%).
- **Crude petroleum** $41.7 million (down 11%).

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Princess of Sui dynasty-A.D. 581. Courtesy Royal Ontario Museum.

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Tough Competition Ahead Likely to Cut Wheat Sales

OTTAWA (Staff) — Canada will have difficulty reaching a goal of 300 million bu. of wheat exports in 1959-60.

Reason:

Both our commercial and our "special deal" wheat sales will face increased competition from other suppliers, and possibly resistance in some of the countries concerned.

The 300-million-bu. goal for wheat exports hasn't been set officially for the crop year which began Aug. 1. But it was the stated export objective for the last two crop years and sales in the neighborhood of 300 million bu. are certainly implicit in our current wheat export drive.

Our wheat exports in 1959-60 could run closer to 270 or 280 million bu. than to 300 million bu.

In the 1958-59 crop year, we exported 294 million bu. wheat; the year before 320 million bu.

These were regarded as exceptional export years. For the four years 1953-57, our exports averaged only 269 million bu. a year.

The following were our principal "special deal" customers in the 1958-59 crop year, with purchases in brackets:

Russia (7.3 million bu.);
Poland (5.4 million bu.);
India (11.8 million bu.);
Pakistan (3.8 million bu.).

Of these, our sales to two, Russia and Poland, hang in the balance.

The Russian sales took place under a trade agreement which has not yet been renewed, despite nearly a year of negotiation. The Polish sales may be threatened by Russia's wheat export drive.

The following were our chief commercial wheat customers in 1958-59:

U. K. (87 million bu.);
Japan (41 million bu.);
Germany (35 million bu.);
Belgium (10.7 million bu.);
Netherlands (7.9 million bu.).

Future German, Belgian and Dutch sales are threatened both by increased U. S. pressure to sell wheat in Europe and by possible Russian offerings.

The Japanese sales could meet with resistance because Canada forced the Japanese government to impose quotas on Japan's exports of textiles, plywood and flatware to Canada.

U.S. Army Takes Caribou For Testing, Evaluation

De Havilland Aircraft of Canada will turn over the first three of its twin-engined Caribou aircraft to the U. S. Army at a ceremony at Downsview Airport, near Toronto, Oct. 8.

The transport planes are to be put through extensive testing and evaluation.

If successful, the Caribou could become the U. S. Army's standard troop support aircraft.

One estimate of army requirements:

250 aircraft costing $125 million (FP, April 11, June 6).

Taking delivery of the first three planes will be Gen. Arthur Trudeau, director of research and development for the army.

Two more aircraft will be handed over in November.

Price to the Army:

About $500,000 each plus such equipment as motors and radios.

Only other order for the Caribou to date was placed by the Canadian government.

However, de Havilland officials are optimistic about prospects of more U. S. Army orders.

One Washington report says eight more will be ordered shortly in the testing program.

Also, de Havilland has had interested enquiries from airlines and oil companies.

The Canadian aircraft was certified airworthy in the U. S. about three weeks ago.

The Caribou offers a short take-off or landing distance — 540 ft. or less, depending on the wind.

Fully loaded it can carry three tons about 200 mi. With a load of 1½ tons it could travel a maximum distance of 1,300 mi.

The U. S. Army wants the Canadian aircraft for ferrying up to 32 combat troops or supplies to a roughed-out landing field behind front-line battle positions.

De Havilland is now turning out one Caribou aircraft a month.

By the beginning of 1960, production will be stepped up to two a month, though no further solid orders have been received.

Export price for the Caribou: $540,000.

De Havilland is relying heavily on the success of its new craft.

Production of Grumman Tracker twin-engined anti-submarine carrier aircraft for the RCN will wind up in August 1960.

Military orders for Beaver and Otter aircraft will also terminate next year, though civilian sales are continuing steady.

U.S. Forces Lose Round To Montreal

From Our Own Correspondent

WASHINGTON — American anti-Seaway forces were defeated in the Senate this week as they made another effort to cripple trade on the St. Lawrence Seaway.

The effort came in an amendment to the U. S. farm surplus disposal legislation which would have had the effect of largely stopping U. S. grain shipments out of Great Lakes ports.

A similar drive by the anti-Seaway forces narrowly missed success in the House early last month, and the east coast and gulf ports and eastern railroads had hoped to find success in the Senate.

However, following a spirited debate, the Senate voted 44 to 37 to kill the anti-Seaway amendment.

The amendment stated that no farm surplus shipments could be made except from U.S. ports.

Ocean-going ships carrying these surpluses do not take on a full load of grain at the U. S. Great Lakes ports because of the levels of the Seaway and connecting channels.

Instead, they take a partial load and then "top it off" at Montreal where U. S. surplus grain is stored for just this purpose.

The anti-Seaway forces complained this "topping off" would make Montreal the greatest port in North America.

They said this would be "robbing" the east coast and gulf ports to "fatten" the economy of Montreal.

Their arguments, however, failed to win enough votes to have the anti-Seaway amendment passed. Since the U. S. surplus disposal law is one which in the past has been debated and put to a vote every year in the U. S. Congress, it seems likely the opponents of the Seaway will bring up this matter every time there is debate on the surplus disposal law.

If their measure had been approved, it would have shifted most of the grain traffic to the east coast and gulf ports since it would not be economical for ocean-going ships to take only partial loads.

Thus, the Seaway would have lost a very considerable amount of toll revenue and endangered its planned pay-off in 50 years.

U.K. Buys Manitoba Honey For First Time in 18 Years

From Our Own Correspondent

WINNIPEG — For the first time since 1941, part of Manitoba's honey crop is being exported to the United Kingdom with 200,000 lb. already shipped.

Removal of import restrictions by the United Kingdom last May cleared the way for entry of Canadian honey.

The ban was first imposed in 1941 because of wartime shortage of shipping space. After the war it was continued because of shortage of dollars.

Not until 1958 was there any allocation for import of honey from dollar areas. The amount was small and most of the limited tonnage went from the U. S.

Small shipments were made by Ontario and Alberta but none from Manitoba.

Last May the restrictions on a number of commodities, including honey, were wholly removed.

Manitoba's 1959 crop is estimated by provincial entomologist D. R. Robertson at 5.6 million lb., considerably less than the last bumper crop in 1948 but still about 500,000 lb. more than average.

Quality this year is also well above average.

The province has 1,200 beekeepers with about 44,000 colonies, most of them owned by 150 commercial beekeepers.

A few of these, with some smaller apiarists, package their honey and market it through regular trade channels in Manitoba.

Most of the crop is sold through a beekeeper-owned cooperative packaging plant which sells it under a trade name, Clover Crest.

The bulk of Manitoba white honey exports goes to Eastern Canada which normally takes about two million lb. a year.

Boost U.K. Sales In Saskatchewan

From Our Own Correspondent

REGINA — The U. K. trade commission service has launched a drive in Saskatchewan for increased sales of U. K. products, including agricultural and construction machinery and capital equipment of all kinds.

A Regina branch of the service was opened last week.

P. C. Burdett assistant commissioner in charge, recently returned to Canada from a four months' leave in England.

He said he had found U. K. manfacturers were showing an increasing interest in Saskatchewan as a potential market.

"Not many years ago," he said, "Saskatchewan was considered solely an agricultural province. But the South Saskatchewan River dam and other projects will bring a greater demand for the goods and services provided by British manufacturers."

He expressed the belief U. K. imports would compete more against U. S. imports than Canadian products.

Ottawa's Air Policy Starts New Argument

ATB overruled by Hees and Autair gets approval of big helicopters . . .

MONTREAL (Staff)—A widening of the so-called Hees plan for freer competition among air carriers is raising some questions in the industry about the position of Canada's Air Transport Board.

Transport Minister George Hees has overruled the ATB in the controversial case of **Autair Helicopter Services Ltd.,** Quebec-based operator with a record of whirlwind growth so far in its young career.

Immediate result of the reversal is freedom for Autair to operate big helicopters in addition to its present fleet of small ones.

This will further intensify competition among Canada's helicopter firms.

From a policy point of view, it may throw the government into growing disagreement with an Air Transport Board which recently has shown increasing res iveness.

The Hees' policy originally was intended to bring a "free-enterprise" element into the licenced commercial operation of small aircraft.

But industry is asking where can the line be drawn between operators who get licences freely on request and those who have to demonstrate the need for their services?

It's understood ATB awaits further clarification of government feeling. Industry too will be watching the next moves closely.

A sidelight: profits aren't fat in this business. A number of companies are operating on slim margins. And some insurance brokers fear violent competition may injure safety standards.

Here's what happened with Autair:

Anticipating the Hees plan, it built a large fleet of helicopters (FP, May 16) in about 2 years.

When licencing restrictions were eased in mid-1958, Autair had helicopters already in the air doing "demonstration" work.

President Douglas Connor was predicting a seven-figure gross for Autair.

Then ATB testily thumbed down its bid to fly the big 'copters, accused Autair of being shy about providing required information (FP, June 13).

Autair said its request should have been granted in the interest of free enterprise. It contended it already had some customers for the large helicopters.

Meanwhile Autair was having internal and insurance troubles. These have been straightened out, says Connor.

Now Hees has reversed the ATB, saying: "I recognize that this constitutes an extension of the government policy (of freer competition)" and that he feels the ATB should issue a licence to Autair containing no restrictions on size of aircraft.

This the ATB has done — or, more accurately, it has removed the restriction on use of large helicopters from Autair's licence.

SHALE MEN MEET

Shale, Clay and Slate Institute will hold its annual meeting for the first time in Canada, Oct. 13-16, at the Royal York Hotel, Toronto. **Cooksville-Laprairie Brick Ltd.,** charter member of the Institute, will act as host at the meeting. The institute is international in scope and has members in the U. S., Canada and Australia.

Rodney Hull says:

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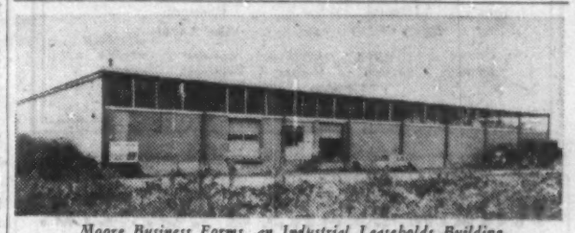
RENTAL UNITS

Federal and provincial governments have agreed to construction of a $500,000 subsidized rental project of 50 units of row housing in Brantford, Ont. This will be the first federal-provincial rental project in the city. Federal government will pay 75%, Ontario 25% of the cost of 46 three-bedroom and four four-bedroom units. Central Mortgage & Housing Corp., will be responsible for design and construction.



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Why They're Moving

Facts and comment on what's going on in the market and rumors behind some of the moves.

BY RODNEY TOUCHE

Persistent weakness had brought the Toronto industrial index at mid-week back to the level at which it started 1959. Between January and July the index climbed 7.9%. It has now dropped 7.3% from the July peak.

In New York, by mid-week, the market was far from completing such a strong reversal. The Dow-Jones industrial index gained 16.5% in its upward move this year. It has now dropped 5.2%.

Chief characteristic of the downslide, especially in Toronto, has been its light volume. Reluctance to buy has been more evident than anxiety to sell.

Only a scattered handful of stocks have attracted sufficient buying interest to push their prices up against the trend. Almost without exception, they are closely held, seldom traded issues.

One exception has been **Shop & Save (1957) Ltd.**, the Montreal franchised IGA supply depot. Its trading volume soared to more than 21,000 shares last week on the Canadian Exchange, pushing the stock up $5 to $26½, fractionally above its level of mid-April. Volume was more than double the usual weekly level. Behind the move were unconfirmed rumors that the company is preparing another rights offering to help finance its aggressive expansion program. There were also rumors of another stock dividend. Stock settled back this week at $24½, with volume lower.

• • •

Approaching the end of its current fiscal year (Sept. 30) **Trans-Canada Corp. Fund**, a holding company with diversified interests, has moved up to $30 after trading consistently at $29 throughout August, up from $21 early this year.

Stock is closely held and its strength partly reflects improved rental from subsidiary **Blue Bonnets Raceway** ($600,000 this year compared with $353,220 for seven months a year ago), and rumors that Blue Bonnets is interested in acquiring **Richelieu Park**, the rival harness racing operation. Company officials neither confirm nor deny an interest in Richelieu Park.

Trans-Canada Corp. Fund also owns about 38% of the stock of **Dupuis Frères**, presumably sharing in the higher level of business for department stores this year.

Burst of activity in **Monarch Knitting** saw this rarely traded stock selling up to $8¾ on transactions last week totaling 1,667 shares. Previous high of $7 (300 shares traded mid-August) was the highest level since 1954. Company's first-half earnings amounted to $63,428 compared with $16,224 a year ago and $46,869 in first-half 1957. (Non-recurring expenditures affected first-half 1958's results. Full year earnings amounted to $151,051, or 93c per share.)

Company's president, K. L. Markon, has described prospects for the second half as "reasonably satisfactory". Meanwhile dividend payments plus payments of arrears are being maintained on the 3,994 outstanding preference shares, leaving arrears currently at $7.50 per share.

• • •

Office Specialty Mfg., Newmarket, Ont., moved up from $18 to $20 last week, its highest point since 1955. It later sold off at $18⅜. Volume for the week of 655 shares follows the stock's earlier pattern of trading infrequently but in relatively large lots. Previous trade of this kind was 750 shares at $15½ in late July. Recent activity coincides with news of operating results for fiscal year ended May 31, 1959, in which profit of $229,770 was down 21% on the preceding year's $290,771.

Company's fiscal year ended with an upturn in the final four months. The improvement has been maintained throughout the usually slack summer months (first quarter of current fiscal year), states G. L. Manning, president.

Investors Syndicate of Canada, operating two affiliated mutual funds in addition to its savings plan, was unusually firm last week. Common stock traded 748 shares in the $48-$50 range, the largest volume since mid-February and substantially higher in price than the $41½ of early July or 1958's high of $26¼. The more active Class A stock traded close to 4,000 shares to close at $37, up from $32½ early July and $23 in 1958, but below the peak $39⅞ reached last month.

The company's earnings have increased each year since 1951 (climbing from $355,000 to last year's $1.8 million). Further gains this year are indicated by the recent increase in the semi-annual dividend from 25c to 35c per share on both common and Class A.

Enamel & Heating B traded actively again last week (730 shares) to close at $5, compared with $3 in June. Company is having a "much better" year than in 1958, officials told **FP** this week. Substantial increase is anticipated in net profit for 1959 compared with last year's 46c per share (after participation). Meanwhile Class A stock, which earned 96c per share after participation, last traded in late July at $10½.

Loomis, Sayles Launches Fund

First Canadian office of a large U. S. investment advisory firm was opened this week.

The Toronto office of **Loomis, Sayles & Co. (Canada)**, opened Wednesday, is managed by resident vice-president Gordon H. MacLeod. It will conduct an advisory service for Canadian investors, utilizing the research facilities of parent **Loomis, Sayles & Co.**, Boston.

The Canadian counselling firm will also act as advisor to the newly formed non-resident-owned mutual fund, **Loomis-Sayles Fund of Canada** (**FP**, May 9).

Loomis-Sayles Fund has filed a registration statement with the U. S. Securities & Exchange Commission covering 800,000 shares of an authorized three million $1 par common shares. Intial offering price is $25 (U. S.) per share.

The stock issue will be confined to investment advisory clients of Loomis, Sayles & Co. Inc., to individuals already owning stock in the **Loomis-Sayles Mutual Fund** in the U. S., and to company officers and employees.

It is not contemplated at present that shares will be offered to the general public.

Major fund investments will be in companies whose operations are centred in Canada, although the fund has authority to invest up to 40% of its assets in other Canadian and U. S. securities.

Canadian members of the board of directors are Frank S. Capon, F. Campbell Cope, QC, and William F. Mainguy, all of Montreal; and T. S. Johnston, Toronto.

CMHC FELLOWSHIP

Central Mortgage & Housing Corp., has awarded a $1,500 fellowship to R. M. Moskal of Brantford, Ont., for postgraduate study in community planning at University of Toronto. Mr. Moskal is a graduate of University of Western Ontario in arts and this summer worked as an assistant geomorphologist with the Department of Mines and Technical Surveys in the Northwest Territories.

Dividend Changes

EASTERN BAKERIES—Common, 60c per share payable October 15 to holders of record September 28. Total payable to date in 1959, 60c; total paid to same date in 1958, 30c; total paid in 1958, 50c. Recent price: $13 bid.

ANGLO-CANADIAN TELEPHONE—$2.50 pref., 62½c per share payable November 2 to holders of record October 9. Initial dividend. Recent price: $49.

Profit Gain For Cockshutt

Consolidated net profit of **Cockshutt Farm Equipment Ltd.**, Brantford, in the nine months ended July 31, 1959, amounted to $869,995, equivalent to 83c per share, compared with a loss of $1.4 million during the same period last year.

Consolidated net sales climbed 31.5% to $25.1 million from $19.1 million.

"Prospects for the final quarter of the fiscal year continue to be very favorable," President Benno M. Bechhold reports.

"The improvement in sales and earnings was accomplished entirely in the North American market through increased sales efforts supported by sustained demand for our equipment," he says.

Brinco Increases Assets, Plans to Build New Plant

MONTREAL (Staff)—**British Newfoundland Corp.** in its sixth annual report says cumulative expenditures to March 31, 1959, totaled $2,321,043 for mineral exploration ($1,665,172 a year earlier); $3,331,929 for water-power survey and development ($2,585,952); $2,830,350 for access facilities ($2,145,643).

General administrative expenses of $1,174,703 have been distributed among Brinco's various activities.

Timber survey expenditures have totaled $14,953.

Assets at the end of last year totaled $12.1 million ($10.9 million), including current assets of $3.3 million ($3 million). Current liabilities were $29,099 ($101,865).

Brinco is a Rothschild-backed development company with extensive interests in Newfoundland (including Labrador). Holders of founders' shares include 22 from the U. K. holding 66% of the founders' shares, six from Canada holding 21% and eight from elsewhere holding 13%.

Chairman B. C. Gardner said, "The tide of our fortunes looks as if it is beginning to turn."

If certain technical and financing problems are solved, it is hoped soon to build a 70,000-hp power plant at company's site at Bay d'Espoir on Newfoundland's south coast.

Shawinigan Engineering Co. has taken a 20% interest in Brinco Subsidiary **Hamilton Falls Power Corp.**, which hopes to exploit the six million hp potential of Labrador's Hamilton River. Talks are being held with potential power buyers.

Meanwhile, Brinco is taking an active part in a detailed study of transmitting power over long distances — as much as 1,000 mi. This study is continuing in collaboration with other interested groups.

Subsidiary **British Newfoundland Exploration Ltd.** continues extensive exploration, frequently in partnership with other interests.

One of these partners has made discoveries of magnetite in Northern Labrador. Tests, says Brinco, indicate this will yield high-grade iron concentrate. Field work is needed to establish tonnage.

B. C. Pulp Sales Company Formed

Columbia Pulp Sales Ltd. has been formed to distribute the products of the Prince Rupert mill of **Columbia Cellulose Co.**, Vancouver.

Columbia Cellulose manufactures bleached sulphite dissolving pulps and high alpha specialty pulps. The new company will also market Celgar kraft pulps which will be available by spring of 1961 from a mill now under construction in the Arrow Lakes district, B.C.

A sales office will also be maintained in Montreal.

Telephone Bonds return 6% Interest

The new issue of 6% First Mortgage Bonds of British Columbia Telephone Company provides an attractive interest return from one of Canada's leading public utilities.

We as principals offer —

British Columbia Telephone Company
6% First Mortgage Bonds
due September 15, 1984
Price: 100 and interest

A prospectus giving the latest information about the Company, including financial statements, is available upon request. Mail and telephone orders will receive prompt attention.

Wood, Gundy & Company Limited

Toronto Montreal Winnipeg Vancouver Halifax
Quebec Kitchener London Hamilton Ottawa
Regina Edmonton Calgary Victoria
London, Eng. New York

LOOMIS·SAYLES·&·COMPANY (CANADA) LTD.
INVESTMENT COUNSEL
AND ADVISERS TO
LOOMIS·SAYLES FUND OF CANADA LTD.
ANNOUNCES THE OPENING OF ITS
CANADIAN HEAD OFFICE AT
55 YONGE STREET
TORONTO, ONTARIO
GORDON H. MACLEOD, MANAGER
ROBERT H. STRANGE, SECRETARY — H. HOLTON WOOD, TREASURER

New Issue

Quebec Natural Gas Corporation

(Incorporated under the laws of the Province of Quebec)

$15,000,000

6% CUMULATIVE REDEEMABLE PREFERRED SHARES, 1959 SERIES

(DIVIDENDS ACCRUING ONLY FROM SEPTEMBER 1, 1962)
Par Value $100 per Share

Accompanied by Share Purchase Warrants and 150,000 Common Shares of the Par Value of $1 per Share

PREFERRED SHARES — DIVIDENDS AND REDEMPTION

Preferred as to assets and dividends. Cumulative preferential dividends at the rate of 6% per annum, and no more, as and when declared by the Board of Directors, will be payable quarterly in lawful money of Canada on the first days of March, June, September and December at par at any branch in Canada of the Company's bankers. Dividends will accrue and be cumulative only from September 1, 1962. Non-redeemable up to and including September 1, 1962, thereafter redeemable at the option of the Company at any time in whole or from time to time in part, on not less than 30 days' notice, at par plus a premium of 6% thereon if redeemed on or before September 1, 1967, thereafter the premium reducing by 1% for each five year period or fraction thereof up to and including September 1, 1987, thereafter at a premium of 1%; together in each case with an amount equal to all unpaid preferential dividends to and including the date fixed for redemption. The 6% Cumulative Redeemable Preferred Shares, 1959 Series (the "1959 Preferred Shares") when issued will be fully paid and non-assessable and the rights, preferences, priorities, restrictions, conditions and limitations attaching thereto are more fully set out in the Statutory Information forming part of the prospectus.

DEPOSIT OF COMMON SHARES

The Common Shares issued with the 6% Cumulative Redeemable Preferred Shares, 1959 Series, will be deposited with a Depositary pursuant to the Deposit Agreement referred to in the prospectus under the heading "Deposit Agreement", and certificates for such Common Shares will not be issued separately until March 1, 1961, or, such earlier date, but not earlier than September 1, 1960 as may be determined at the option of Quebec Natural Gas Corporation. Until March 1, 1961 or such earlier date any transfer of a Preferred Share will include a transfer of the holder's beneficial interest in the Common Share appertaining thereto, and the certificates for the Preferred Shares will bear a notation to that effect.

SHARE PURCHASE WARRANTS

The 1959 Preferred Shares, when issued, will carry bearer Share Purchase Warrants entitling the holders thereof to purchase 2 Common Shares of the par value of $1 each for each 1959 Preferred Share at any time after the date of issue thereof to the close of business on September 1, 1965 at the price of $18 for each Common Share; the said Warrants expiring thereafter.

The Warrant Indenture providing for the issue of Share Purchase Warrants will contain adjustment provisions designed to protect the holders of such Warrants in certain events. Reference is made to the heading "Share Purchase Warrants" in the prospectus for a further descriptive summary of these provisions.

Transfer Agents:
Montreal Trust Company: Montreal, Toronto, Winnipeg, Calgary and Vancouver.

Registrars:
Administration and Trust Company: Montreal
The Royal Trust Company: Toronto, Winnipeg, Calgary and Vancouver

Application has been made to list the 1959 Preferred Shares with the accompanying Common Shares on the Montreal and Toronto Stock Exchanges; such Common Shares will not be traded separately until separate certificates therefor are issued to the holders of the 1959 Preferred Shares under the Deposit Agreement.

We offer, as principals, the 6% Cumulative Redeemable Preferred Shares, 1959 Series, carrying Share Purchase Warrants, and the Common Shares, if, as and when issued and received by us and subject to prior sale and change in price and subject to the approval of all legal matters on behalf of the Company by Messrs. Asselin & Saylor, Montreal, Que., and on our behalf by Messrs. Hugessen, Macklaier, Chisholm, Smith and Davis, Montreal, Que.

PRICE: $101 for one Preferred and one Common Share
accompanied by a Share Purchase Warrant

It is expected that Preferred Share Certificates in definitive form with accompanying Share Purchase Warrants will be available for delivery on or about September 22, 1959.

A prospectus will be promptly furnished upon request.

Nesbitt, Thomson and Company, Limited — **Wood, Gundy & Company Limited** — **Osler, Hammond & Nanton Limited**

Forget & Forget Limitée — **L. G. Beaubien & Co. Limited**

Geoffrion, Robert & Gélinas, Inc. — **Morgan, Ostiguy & Hudon Ltd.**

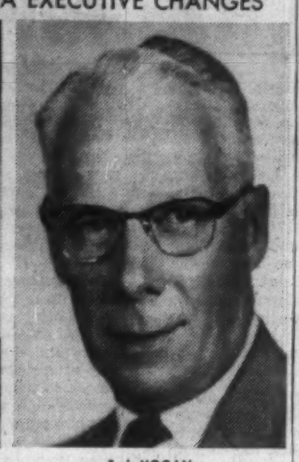
Crédit Interprovincial, Limitée — **René-T. Leclerc Incorporée** — **Société de Placements, Inc.**

99A

ANNOUNCEMENT

CHRYSLER OF CANADA EXECUTIVE CHANGES

R. D. ARMSTRONG



F. J. HOGAN

Mr. Ron W. Todgham, president of Chrysler Corporation of Canada, Limited, announces two major changes at the top management level of the corporation, effective immediately. Mr. Armstrong has been appointed Executive Vice-President. He has been Vice-President, Corporate Planning; since joining the corporation last March 1, Mr. Hogan has been appointed to the newly-created position of Vice-President-Staff.

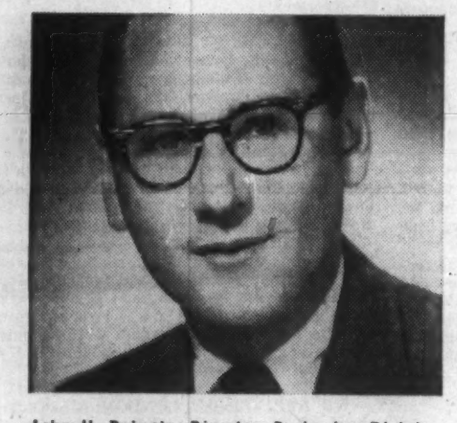
Mt. Royal Dairies Earnings Climb

MONTREAL (Staff)—Consolidated net earnings before depreciation and income taxes of **Mount Royal Dairies & Co.** for the four months ended July 31 was $320,828, up 61.6% from $198,549 in corresponding 1958.

During the period, company and its wholly owned subsidiary, **Mile End Dairy Ltd.**, attained a substantial increase in sales compared with the 1958 period, company officials say.

Increase in earnings is due also to better integration of operations, more efficient administration and economies in manufacturing and distribution, they add.

ART ASSOCIATES LIMITED ANNOUNCEMENT



John H. Roberts, Director, Packaging Division

Mr. Rolfe Pryne, President, ART ASSOCIATES LIMITED, takes pleasure in announcing the appointment of John H. Roberts as director of a newly formed Packaging Division.

Jack Roberts brings to the new division an extensive academic and working experience background in design direction, advertising and marketing, in both Canada and the U.S.A. He was most recently associated with Procter & Gamble as Art Director, Packaging and Advertising, and as Packaging Development Co-ordinator.

In addition the Packaging Division will be Canadian representatives for the Color Research Institute, Chicago.

The Packaging Division will provide a complete, well-integrated package, product and corporate identity design service. It will be located in the Art Associates Building, 105 Davenport Road, Toronto.

The formation of the Packaging Division enables Art Associates to provide an all-embracing design service to meet the needs of the ever-expanding Canadian Market.

Here are clues to profit

A businessman's judgment is no better than his information. You can profit from Canada's bustling growth—as other businessmen do — through The Financial Post. Here is Canada's most comprehensive business news service. Every week, The Post helps you gauge the swing of business and investments. It helps you plan with confidence, make sound decisions. In brief, it helps you make more money because it helps you anticipate trends and developments across the nation. Yearly by mail in Canada $8; elsewhere $9 yearly.

ANNOUNCEMENT

LOUIS P. GÉLINAS, M.B.E.

W. C. MAINWARING, O.B.E.

Announcement is made of the election of Directors of the Global Insurance Companies.

Mr. Louis P. Gélinas, M.B.E., President of Geoffrion, Robert & Gélinas, Inc., has been elected a Director of Global Life Insurance Company and Global Reinsurance Company.

Mr. Gélinas is also a Director of Canadian International Paper Company, John Labatt Limited, Webb & Knapp (Canada) Limited and Great Universal Stores (Canada) Limited.

Mr. W. C. Mainwaring, O.B.E., President of Peace River Power Development Company Limited, has been elected a Director of Global General Insurance Company, Global Life Insurance Company and Global Reinsurance Company.

Mr. Mainwaring is also a Director of Imperial Investments Limited, Royalite Oil Company, Limited, Deeks-McBride Limited, and a Member of the Advisory Board of the Royal Trust Company.

INVESTMENTS

Give Investors Better Deal With Uniform Security Laws

By PAUL S. DEACON

AT A SESSION of the Canadian Bar Association in Vancouver last week, a panel discussed the "qualification and sale of securities in Canada".

For the investor and the investment community generally, this is, or should be, a hot topic.

Some of the discussion was given over to the problem of the fast-talking stock pushers who burn up the telephone wires across the continent in search of gullible buyers.

These operators present a real menace. Their activities catch the headlines in big black type, and they hurt Canada and the whole Canadian investment business, here and abroad.

Less obvious, but still serious, is the threat to all investors that arises from the present great variation in securities and company law across the country.

Most people by now should be alerted to the dangers in the get-rich-quick patter of the gyp artists. Their methods of operation have been described in detail, and the disasters suffered by their customers as well.

Gold bricks, Brooklyn bridges, Spanish prisoners, and double-overnight stocks will still snare enough people to keep the swindlers trying, but few victims could claim they haven't been warned.

The lack of uniformity in our laws governing companies and securities, however, is much less likely to incite investors to demand a better deal.

When they pick up a prospectus on a new stock or bond being offered, they aren't readily aware of the omissions. They don't realize, unless they are experienced, that many pertinent details required by some provinces' laws, don't have to be made available in other provinces.

The panelists at the Bar Association mentioned how stock pushers could skip from province to province because of the differences in laws and in the zeal of the administrators. One notorious and apparently irrepressible operator was chased out of Ontario to Quebec, then to Saskatchewan, then to British Columbia, and at last report was mailing and telephoning out of the Yukon.

But the authorities across the country have done a great deal to curb the activities of the fringe element. Where they don't seem to be getting too far yet, is in developing or finding government support for uniform laws — something that should make their job much easier and the investor infinitely safer.

Two recent prospectuses approved by Quebec authorities in connection with stock issues of industrial companies, are prime examples of the loopholes that still exist.

Quebec has greatly improved in recent years both its securities laws and their administration. Yet the stock of one company whose business originated 25 years ago was allowed to be offered last month without any earnings information at all.

The prospectus stated at the end: "The foregoing constitutes full, true and plain disclosure of all material facts, in respect of the offering of securities referred to above as required under the Quebec Securities Act, and there is no further material information applicable other than the financial statements or reports required or exigible."

What could be more material to the prospective buyer of a common stock than the company's earnings record?

How can you measure the value without knowing something about the return you might expect?

The balance sheet gives some indication, particularly if there are several available for comparison. But the prospectus contained only a pro forma balance sheet for the one date. And in any case, investors are much more interested in earning power than book value when deciding what to pay for a stock.

In a prospectus issued in connection with another stock in the same province just recently, earnings figures were provided. But the periods covered were a small part of 1956, the full years 1957 and 1958, and three months of 1959.

These figures covered the life of the present company, but the prospectus states that the business was started in 1948 and mentions several stages of its growth between that time and 1956. But no figures are given.

You even have to turn to the back pages, where the statutory information is printed, to find a description of what over-all business the company is in. No mention is made, in the front or back, of such essential information as the purpose of the issue, dividend policy, distribution of company's business, and so on.

Pretty slim pickings, indeed, for the investor who wants to make an intelligent appraisal of value.

Fortunately, most modern prospectuses contain much more detailed and helpful information, partly because any sizeable issue is sold in provinces (e.g. Ontario) where requirements are stiffer.

If the issue is offered in the U. S. as well, the information is even more complete, thanks to the requirements of the U.S. Securities & Exchange Commission.

Uniformity is a bad word in provincial relations. It smacks of threats to provincial autonomy, and to the delightful and colorful differences that characterize the individual areas of our country.

But when it comes to the protection of the public, we should quickly find a way to make the laws uniform, and the standards uniformly high.

Note

By VINCENT EGAN

An informal exchange of views was taking place this week among investment dealers and the federal government, it is reported, on Ottawa's plans to meet a $550 million maturity Oct. 1. A considerable amount of this issue, however, is thought to be held by the Bank of Canada already.

* * *

The forthcoming financing by **Loblaw Groceterias Co.** is still in preparation. A $30 par first preferred stock (similar to the two existing first preferreds) is expected to be issued, and convertible into Loblaw Co.'s A on a share - for - share basis with the payment of some cash on an ascending scale.

* * *

Arrangements should be completed next week for a $10 million 20-year 4¾% debenture issue by **Alberta Government Telephones** in New York . . . President of **Alberta Gas Trunk Line Co.** has confirmed that financing will be undertaken this fall (**FP**, Sept. 5). Meetings with underwriters are to begin next month . . . **Shop & Save (1957) Ltd.** is reported to be preparing another rights offering.

* * *

Municipals: Both **Winnipeg** and **Regina** are reported to be planning U. S. issues, in the amounts of $6 million and $3.5-$4 million respectively.

* * *

A Vancouver house, **Stevenson-Donegani Securities Ltd.**, is offering $400,000 6¼% 20-year senior sinking fund debentures of **Burrard Mortgage Investments** at par. Each $1,000 debenture carries warrants to buy 40 common shares at $10 for the next three years, and $12 for the following three years. Company operates chiefly in the second mortgage field; mortgage receivables total about $1.2 million.

* * *

A U. S. syndicate has offered $2.5 million **Terminal Tower Co.** 7% 10-year sinking fund debentures at par. Each $1,000 debenture carries warrants to buy 40 common shares at $10.

Control of the company, which owns a 52-story office building in Cleveland, was acquired earlier this year by Toronto interests (**FP**, Jan. **24**).

Quebec Natural Gas Corp. Expects Profit By 1961

MONTREAL (Staff) — Now operating at a loss, **Quebec Natural Gas Corp.** is expected to turn the profit corner in 1961. By 1963 it will show a net profit of $6.3 million, according to **Commonwealth Services Inc.**

The forecast by the engineering, marketing and consulting organization accompanies the prospectus for the new 6% cumulative redeemable preferred shares. Offering of the $15 million issue (**FP**, Sept. 5), was made at mid-week by a syndicate headed by **Nesbitt, Thomson & Co.** and **Wood, Gundy & Co.**

Price for one preferred and one common share: $101 per unit.

Dividends on the preferred shares accrue only from Sept. 1, 1962, the $1 par value common shares being issued in lieu of the 3-year dividend accumulation. Certificates will not be issued separately until March 1, 1961, or at an earlier date after Sept. 1, 1960, at company's option.

Also accompanying each new preferred share will be a share purchase warrant, entitling holders to purchase two common shares at $18 a share to Sept. 1, 1965.

Commonwealth Services forecasts net loss of $672,382 for year ending June 30, 1960, against loss of $3,811,552 in the 1958-59 fiscal period.

It foresees a profit of $1,692,248 in 1960-61, $3,835,416 the following year and $6,335,943 in the year ended June 30, 1963, when dividend requirements on the 1959 series of preferred stock will be $750,000.

Substantial increases in gas sales are expected to result from the company's aggressive selling campaign aimed largely at industrial users and its push into new territory within its franchise area.

Sales for the current fiscal year are forecast at $15.9 million against $9.4 million for the year just ended. For 1962-63 they are expected to soar to $35.4 million.

Here is how Commonwealth projections of net income compare with estimate made more than a year ago by the same organization:

Year ending June 30	May, 1958 estimate	Revised projection
	$	$
1960	725,622	(d) 672,383
1961	2,083,714	1,692,248
1962	3,070,428	3,835,416
1963	4,415,301	6,335,943

(d) Deficit

The earlier estimates did not include possible revenue from extension of service to the south shore but they did give consideration to cost of servicing new capital requirements for expansion of facilities.

Proceeds of the new preferred issue are for general corporate purposes, including capital expansion in the current fiscal year of $12.3 million.

In year commencing July 1, 1960, company expects to spend an additional $12.3 million on its capital expansion program, and thereafter between $9 million and $10 million a year on distribution facilities to serve new customers, distribution system replacements and renewals.

Quebec natural gas expects to finance these additions to its system by sale of securities and cash generated by operations.

The preferred shares offered this week comprise the first series of a class of 300,000 preferred shares, $100 par.

INVESTMENT SUGGESTIONS

An article entitled, "Lessons For Canada In Britain's Approach To The Problem Of Inflation" is featured in our September booklet "Investments". The booklet also includes a representative list of government and corporation securities. Copies available on request.

Bonds	Interest Rate %	Maturity	Price*	Yield %
Government of Canada	3	15 Dec. 1960	95.95	6.30
Government of Canada	3	1 Dec. 1961	93.25	6.26
Government of Canada	3¼	1 Sept. 1965	88.25	6.12
Government of Canada	4¼	1 Sept. 1972	87.25	5.65
Government of Canada	4½	1 Sept. 1983	87.00	5.48
Canadian National Railways (Guaranteed by Government of Canada)	4	1 Feb. 1981	79.50	5.67
Province of Ontario	5½	15 Aug. 1969	98.25	5.72
Province of Ontario	5½	15 Aug. 1979	97.00	5.74
Province of Ontario Guaranteed				
Hydro-Electric Power Commission	3	2 July 1960/64	88.75	5.70
Hydro-Electric Power Commission	5¼	1 July 1979	100.25	5.73
City of Sherbrooke, Quebec	5½	1 Oct. 1977	92.00	6.25
Municipality of Metropolitan Toronto	5¼	2 Mar. 1979	93.00	5.85
British Columbia Telephone Company	6	15 Sept. 1984	100.00	6.00
The Consumers' Gas Company	4¼	1 Dec. 1974	84.50	5.79
The T. Eaton Realty Company Limited	5¼	15 Dec. 1976	94.75	5.73
The Great Lakes Paper Company Limited	5	1 May 1976	92.00	5.75
Salada-Shirriff-Horsey Ltd.	6	1 July 1977	98.50	6.14
Steinberg's Properties Limited	6	1 Aug. 1984	98.00	6.16

Common Stocks	Indicated Dividend Rate	Present Market**	Yield %
The British America Assurance Company	4.00	110.00	3.64
Canadian Bank of Commerce	1.80 (e)	58.75	3.06
Imperial Bank of Canada	1.80 (e)	71.75	2.51
Salada-Shirriff-Horsey Ltd.	.24	12.00	2.00

We offer, subject to confirmation, bonds as principals, shares as agents.
** Plus accrued interest.*
*** Plus brokerage.*
(e) Including extra dividend.

DOMINION SECURITIES GRPN. LIMITED

Toronto Montreal 50 King Street West, Toronto New York London, Eng.
Winnipeg Calgary Edmonton Vancouver Victoria Ottawa Quebec Halifax Saint John
Fort William London Kitchener Brantford Hamilton St. Catharines Boston Philadelphia

Established 1901

Crestbrook Timber First Half Gain

Crestbrook Timber Ltd., Vancouver, net profit for the first six months of 1959 amounted to $113,544. This compares with a loss of $204,366 in first-half 1958.

Better control of costs and higher sales prices mainly contributed to the improvement, President C. I. Hall reports. Last year's results included a non-recurring loss in liquidating inventories.

Profits in the first half were less than projected because rain caused a four-to-six week delay in resuming operations after the spring breakup, Hall states.

While prices have eased somewhat during the past month, company anticipates "a reasonably satisfactory" market for its products during the balance of the year. Results are expected to be "favorable".

KERNAGHAN & CO. LIMITED
Investment Securities
Government of Canada 3% Bonds, due December 1st, 1961
Price 93.55 to yield 6.05%
2nd Floor, 67 Richmond St. W. TORONTO
EM. 4-4256 EM. 8-3871

After 35, Exercise More, Say Experts!

Famous heart specialist and two noted physiologists tell how normal men and women can keep fit, trim, active and youthful, particularly after 35, by simple exercises that stimulate the circulation. Mailed free as a public service by EXERCISE FOR HEALTH, Box 128, Station E, Montreal. Ask for pamphlets P, Q and R.

The Editorial Page

The Case for Experts In Public Affairs

A deputy minister in one of the provinces in all seriousness told municipal representatives to keep "experts" out of the field of municipal policies.

It is unfortunate that allegedly sensible people come out with these things. The increased complexity of mun.cipal administration more and more demands the services and the advice of experts—real experts we're talking about, not the drabs and the phonies.

If a deputy minister, for example, is not an expert and does not advise, he has no right to be in his job. The same goes for all other senior appointed officials.

As government—federal, provincial or municipal—extends the scope of its operations, day by day the problems about which the layman knows anything worthwhile become fewer and fewer.

What is tragic about this nonsense against experts is that the speaker misses the point. He believes, apparently, that municipal "experts" such as city managers "tell" elected representatives what to do—and so contribute to public apathy about municipal affairs.

Let's face the truth about public apathy.

The apathy in municipal affairs springs mainly from the fact that most of the big prob'ems require expert knowledge and opinion. The average citizen has enough sense to know he doesn't know how much should be spent on a new sewage plant or roads or schools or transit. On such matters, the uninformed make fools of themselves. Only the experts—the hired hands and the studious elected folk—can even begin to talk sensibly.

Another reason for public apathy especially in municipal affairs is widespread public disillusionment about the people they permit to be elected. Here, then, is still further call for the expert.

More and more Canadian communities are saying they're through with trying to run the largest business in their community—which the community itself is—with temporary amateurs.

Now there are about 65 Canadian municipalities being run by professional city managers.

They're Expected To Steer

Pres. Eisenhower's trip to Europe was clearly a great success. Public opinion in Britain, France and West Germany was reassured by this evidence of his willingness, even eagerness, to consult allies.

But the main part of the statement put out after the Eisenhower-de Gaulle talks was meaningless and unreal. The two men, it said, agree that there should be no summit conference unless there is "some possibility of definite accomplishment".

Regardless of possibilities, a summit conference is going to take place when Nikita Khrushchev reaches Washington next Tuesday. What expression but "summit conference" could describe a meeting between the Soviet leader and the American president?

And what can Mr. Eisenhower mean when he says that with Mr. K he won't hold summit talks but just talks? Is Khrushchev expected to refrain from mentioning Berlin, atom tests, the status of China and like questions? Of course not. If he does bring such matters up, does the president propose to shut him off by drawing his attention to the fine weather? Again, of course not.

Certainly the world's two most powerful men will discuss issues; and it must be the fervent hope of allies on both sides that they find something to agree about. For if they don't agree, there is obviously no chance of settling any question when Messrs. Macmilland and de Gaulle are added to the party. Enlargement of the summit conference won't increase but diminish the "possibility of accomplishment". The bigger the group, the smaller the chance of finding unanimity.

This doesn't mean that Mr. Eisenhower and Mr. Khrushchev can dictate to the whole world. But they're a steering committee of two; and the world is expecting them to steer, not just to let the boat glide along until it goes over Niagara.

When Bigness Pays Off

Too many people believe doggedly that anything that smacks of large-scale agriculture is a bad thing—in capital letters. These people are wedded to the concept of the small unit, no matter how heavily subsidized it may be, as the only socially desirable basis for a rural economy.

Aside from the obvious lack of reality in this view, there's another aspect which isn't as apparent at first glance.

Large agricultural units are likely to have more progressive ideas, and enough money to carry them out without government assistance.

In Montreal recently was Dr. George O. Burr of Honolulu. He was attending an international convention of botanists. Burr works on research for the Hawaiian Sugar Planters' Association, an organization of planters.

The interesting thing is that this group is able to spend about 1% of its members' income on agricultural research and gets absolutely no government help. More than 100 people are employed in this work.

And the reason for this ability to finance extensive research? The plantations are big, efficient business organizations.

The advantages of large-scale organization can be as great in agriculture as in manufacturing.

Inducements For Investors

Strenuous efforts to attract new private investment are being made by the countries of Western Europe, particularly those inside the new Common Market.

The Twentshe Bank, of Amsterdam, has recently issued a pamphlet outlining the basic information needed to plan a business development in The Netherlands. Such matters as special reserve allowances, carry-back provisions, and depreciation practices are particularly interesting in view of the high nominal tax rates in Holland.

In Belgium, the government has introduced three bills intended to stimulate the rate of expansion and "re-channel" investments which, apparently have been concentrated too heavily in coal, metal and textiles.

The first is a bill for the promotion of economic expansion which provides three types of government grant to help defray the cost of interest on loans for economic expansion. The second is a bill designed to provide special incentives to invest in parts of Belgium where depressed conditions exist. The third bill provides temporary tax reliefs for "supplementary investments".

These are just two examples of the efforts to increase investment and to speed expansion within Western Europe. If they succeed, there may be two good results from Canada's point of view: (1) greater demand for Canadian farm products and raw materials; (2) a "spill-over" of new private investment from a more prosperous Western Europe into Canada.

Alpha and Omega

At a recent botanical conference in Montreal, a French professor of paleontology presented evidence that the origin of human life, some 1,300,000 years ago, was right here in Eastern Canada.

An un-named virus, suffused with ambition, became a more complex creature and so the whole thing began.

Canadians who like to play the game of international one upmanship may be quick to accept credit for this earliest of all innovations. In a stroke, it gives us the earliest culture, the oldest claim to fame in the world. Who can top this?

But in the drama of life, nature usually goes full circle. Shakespeare knew it and in his plays, the wheel of events goes all the way around.

The obvious pattern for the drama that began with a virus in Eastern Canada is, of course, an ending in Eastern Canada.

This would be neat, tidy, artistic, ironic and just.

And in view of Canada's location between two snarling atom-bearing giants, such a conclusion is all too plausible.

Forget This, Too

Ottawa is not having much luck with its new farm marketing policy. Its proposal to replace price supports with deficiency payments, to let the market find its own level and make up the difference with straight producer subsidies, is running into opposition both at home and abroad.

When the plan was first broached for hogs there was violent opposition from some of the major farmer groups in Canada. Then came a warning from the United States, our biggest export market, that this scheme would result in pork dumping and there would be reprisals.

Now the same thing has happened with eggs. If Ottawa is wise it will drop this scheme, too.

When a pressure group of western grain farmers descended on Ottawa last year demanding deficiency payments for grain, Mr. Diefenbaker made it perfectly clear that the government was not playing ball. He pointed out several very sound reasons including excessive cost, risk of retaliation by export competitors, and above all, that the scheme would encourage more surplusses, not reduce them.

The same objections apply just as forcefully to hogs or eggs or any other product running into marketing difficulties.

As a wise man has observed "The cure for 10-cent hogs is 10-cent hogs, not 10 cents plus a government handout to encourage people to go home and raise more."

Post Scripts

Follows Father

Assuming a post his father occupied with distinction nearly 30 years ago, Renault Stephen St. Laurent has become the new president of the Canadian Bar Association. He succeeds Walter S. Owen of Vancouver.

Born in Quebec City on Sept. 12, 1910, Renault St. Laurent is a son of the Rt. Hon. Louis St. Laurent, who was president of the Bar Association from 1930 to 1932 and later became Prime Minister.

The new president is a partner in the Quebec law firm of St. Laurent and St. Laurent, whose members include his father, Jean-Paul St. Laurent, Ivan Mignault and Andre Desmeules.

Renault St. Laurent received his early education at St. Charles College in Catonsville, Md., and St. Charles College in Sherbrooke, Que. He attended Laval Uniyersity law school and was admitted to the bar of the Province of Quebec in July 1935. He was appointed Queen's Counsel in November 1951.

St. Laurent was elected to the Canadian Bar Association in 1955, holding the office of registrar. He became honorary secretary in 1957 and vice-president in 1958.

In the summer of 1940 St. Laurent joined the Royal Canadian Navy and served in the North Atlantic aboard H.M.C.S. Kenogami, H.M.S. Weldegrave and H.M.C.S. Kincardine. He was demobilized in August 1945 with the rank of Lieutenant-Commander and was promoted to Commander R.C.N. (R) in January 1951.

Keenly interested in community affairs and in charitable organizations, the new head of the Bar Association is a director of the Canadian Red Cross Society, Le Service de Readaptation Sociale and La Clinique de Reabilitation de Quebec.

St. Laurent also turns his capacity for work and his wide knowledge of industry and finance to corporate affairs. He is a director of Imperial Life Assurance Co., Quebec Savings Bank, International Fertilizers Ltd., Merit Insurance Co., Canafund Co., Austin Motor Co. (Canada) Ltd. and Commonwealth International Corp.

He doesn't have much time for relaxation but he is a member of the Royal Quebec Golf Club and the Laurentide Fish & Game Club. Married to the former Louise Badeaux of Montreal, the couple have two sons and three daughters.

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Family Tradition

Joseph Laurence Black is carrying on a family tradition. He is the newly elected president of the New Brunswick Telephone Co. succeeding George M. McKeil. This is one of the province's largest corporate organizations, has more than 115,000 'phones installed.

Black is president of J. L. Black and Sons Ltd. of Middle Sackville in Westmoreland County. He is a member of a distinguished Maritime family—a son of the late Senator F. B. Black. The senator served as president of New Brunswick Telephone for more than 20 years.

MR. BLACK

Laurence Black, a graduate of the Royal Military College at Kingston, Ont., has been deeply interested in military affairs through his adult life. From 1921 to 1940 he served in the militia and during the Second World War was with the Canadian Army overseas. He retired from active service in 1945 with the rank of lieutenant-colonel.

Black has been closely associated with many phases of business and civic life in the province. One of his greatest interests is the Sackville Memorial Hospital which he serves as chairman of the Board of Trustees.

He has also accepted a position on the Hospital Services Commission of the Province of New Brunswick—supervisory body which will lend advice during implementation of the New Brunswick Hospital Insurance Act.

Black is a member of the Sackville Board of Trade, Sackville Curling Club, the Canadian Legion and of the Union Club of Saint John. His hobbies are fishing and golf in the summer and curling in the winter.

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Civil Service Chief

Earlier this year when Secretary of State Courtemanche, through whom the Civil Service Commission reports to Parliament, was guiding his estimates through the House, he created a bit of a sensation by introducing to the M.P.'s one of the supposed-to-be-nameless civil servants who sat in front of the minister's desk, helping him answer questions on the estimates.

It is questionable who was most suprised at this sharp break with tradition — the M.P.'s or the man who was introduced in the most laudatory of terms, former Ontario Supreme court judge Samuel Harvey Shirecliffe Hughes. That the Secretary of State took this unprecedented step, however, is an indication of how proud the government are of getting a man of Hughes calibre to head up the commission responsible for the efficiency of the 135,627 federal civil servants, who come under the commission's wing. It's no secret that Sam Hughes turned down the job when it was first offered him. He liked the bench, considers it the crowning point of any legal career, and he came to the commission only after considerable convincing.

Now 45, the former teacher, army-officer, lawyer and public administrator is a grandson and namesake of the late Sir Sam Hughes, the colorful and controversial minister of militia during the critical early years of the first world war.

Hughes was born in Victoria, B.C.; graduated from Upper Canada College; got a B.A. from the University of Toronto and an M.A. from Oxford, and then became a teacher at Ridley College, St. Catharines.

During the last war, he served overseas with the Governor-General's Horse Guards and the Canadian Intelligence Corps, attaining the rank of lieutenant-colonel.

After his discharge, he decided to go to Osgoode hall and pick up a law degree, in spite of the fact that he was a family man with a wife and a son, Sam, and a daughter, Lyn, to support.

From Osgoode, he joined a law firm in Welland, Ontario, his wife's hometown, and practised there until he was drafted for the job of chairman of the Ontario Highway Transport Board.

Three years later Hughes was made a judge of the Supreme Court of Ontario.

Although Hughes admits that he read about the Civil Service Commission every night during the weeks that he was clearing his judicial desk before coming to Ottawa, he is still going slowly in his new job. On some questions, he still refuses to comment, until he has finished his homework. But here are some topics on which he has permitted himself to be quoted.

"The merit system is the keystone of the arch of an efficient public service."

"By and large, the growth of the federal civil service is natural, considering the phenomenal expansion in Canada, over the last few years. Most corporations have increased their staff substantially during the same period, and the federal government, besides serving a bigger population, has been given several new jobs to do as well."

"There wouldn't be the public confidence that there is in the Canadian Civil Service if, on the whole, the service hadn't done its job well. Unfortunately, people on the outside are liable to hear about one mistake and not about the 1,000 cases where everything has gone smoothly."

What Others Are Saying

No Way to Build

Calgary Albertan

The latest figures from Ottawa on immigration reveal that for the first half of this year entry of newcomers to Canada was down about 15% from the same period last year. A decline in immigration in the face of improving economic conditions would seem difficult to justify in a country which is in need of a larger population.

The proposed immigration campaign is coming at least six months too late. It should have been started in the spring when it became evident that the recession which had started two years earlier was well and truly over. There should have been at least a 12-month period allowed for recruiting in order that the flow would be well started early next spring.

There is a good deal of truth in the phrase "Populate or perish" for Canada. This country's economy can never be strong and viable as long as the resources so far outrun the capacity of the population to absorb them. But an on-again, off-again immigration policy which produces too few and too late—the policy of the present government — will never fill the empty spaces in this great land.

THE BORDEN REPORT falls short, flatly declares the **Calgary Herald.** "It would have been much wiser if it had recommended the building of an Alberta-Montreal oil pipeline, and building it now."

THOSE CHARGED with providing security for Mr. Khrushchev when he visits New York City are not envied by the **Montreal Gazette.** "No city in the world has taller buildings with more windows. It is going to be exceedingly hard to watch every one of them."

NOT MUCH IMPRESSED with various so-called food cures, is the **Ottawa Journal** which says: "One man's meat is another man's poison and eating habits and tastes are not things to be criticized lightly. But we suspect that at the base of many of these fads is the old belief that the worse the medicine tastes, the better it is for you."

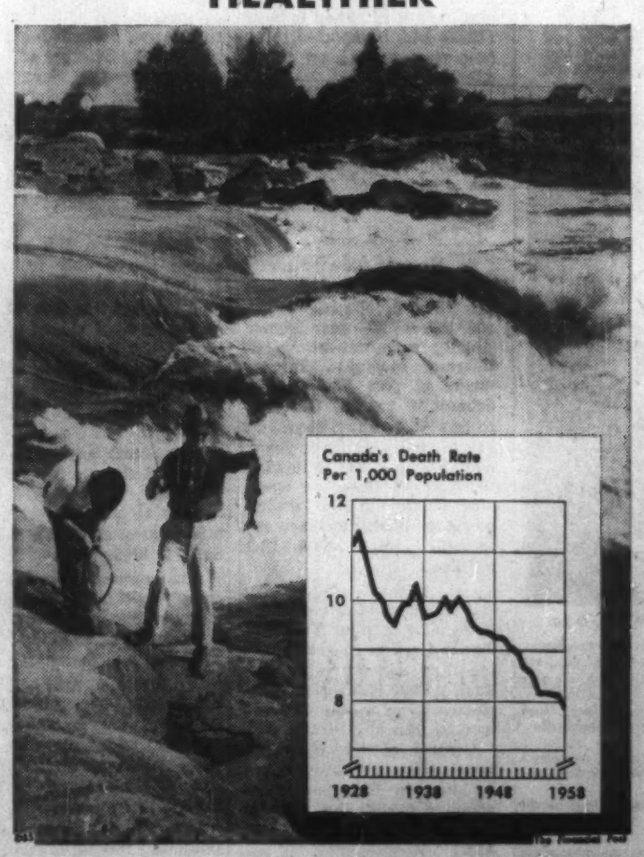
THE ATTEMPT to establish a new political party at the recent Winnipeg convention doesn't seem to have been very successful, thinks the **Ottawa Citizen** which comments: "All that it seems to have proved is that there is no wild enthusiasm for a new party, except perhaps in the hard core of the existing CCF. The fact that the attendance comprised only about 10% agrarian representation is as significant as Mr. Jodoin's decidedly lukewarm attitude. As far as the Canadian party is concerned, it looks as if it will be pretty much the same mixture as before. That isn't too surprising."

THERE'S TOO MUCH distortion of history in films and fiction, thinks the **Port Arthur News-Chronicle** which observes: "The movie producer knows better than did Sir Walter Scott what actually happened to his hero Ivanhoe."

CITIZENS SHOULD RESIST government snooping in asking extra questions at census taking, advises the **Peterborough Examiner.** "If the government persists in this census nonsense, the best way to kill it is to receive the census-taker with courtesy, and fill him to the neck with completely wrong information. He cannot put you on oath, and is powerless to do anything but write down what you tell him. Such treatment from a few hundred thousand Canadians would teach the government a lesson it would never forget."

LOWER PRICES rather than government intervention is more likely to solve our pork problems, suggests the **Ponoka (Alta.) Herald** which warns that: "The plain truth seems to be that both Canadian and United States hog producers are heading straight into a pork surplus that promises to be a record headache."

HEALTHIER



Napier Moore's

Scratch Pad

MANY YEARS AGO, I saw a reproduction of a painting by Ciseri depicting the carrying of Christ's body from the cross to His sepulchre. The poignancy of the grief-stricken figures and the beauty of the coloring left an indelible impression.

A week ago, in Locarno, Switzerland, I picked up a picture postcard of the painting and discovered that the original is in the pilgrim's church of the monastery of Madonna del Sasso, which stands on a precipitous rock, 1,165 feet above the town

It was getting dusk, but forthwith we took the funicular up to the peak and walked down innumerable winding steps to the ancient church. From the stone balcony the view of Locarno, Lake Maggiore and the surrounding mountains, bathed in the afterglow of sunset, was overwhelming. Not more so than the interior of the church itself, where the high altar, ornate ceilings, pillars and walls are magnificent.

The Ciseri painting hangs near the entrance. Even in the subdued light it was compelling and moving. And as, alone, we stood before it, from somewhere behind the altar there came the intoning of unseen monks in evening devotion.

It was an unforgettable experience. In silence we descended to the Grand Hotel, in the lobby of which there is a plaque proclaiming that here dwelled the delegates of Belgium, Great Britain, France, Italy, Poland and Czechoslovakia attending the historic Locarno Conference, 5-16 October, 1925. You may remember that ill-fated Locarno Treaty.

• • •

IN 12 DAYS, by plane and drive-yourself car, we visited Rome, Cassino (where, on top of the mountain stands a new monastery, replacing identically that destroyed in the long and bloody siege of the last war), Naples, where Vesuvius isn't working, Pompei, Munich, Garmisch-Partenkirchen, Lermoos, Oberammergau, Berchtesgaden, the Austrian Tirol, Zurich, through the St. Gotthard Tunnel to Locarno, Lugano, Como, Menaggio, over the Sustenpass to Lucerne.

We crisscrossed the frontiers of Italy, Germany, Austria and Switzerland eight times, and, despite language difficulties, nothing could have exceeded the courtesy and helpfulness of the immigration and customs officers at every point. They made one feel welcome. And one doesn't always get that feeling at North American border points. We've got a lot to learn in the tourist business. And in the hotel business.

Likewise impressive are the Alpine motor roads of Switzerland. The Sustenpass highway, for instance, an incredible engineering and road-making achievement, which corkscrews one up some 8,500 feet to the foot of the mighty Steingletscher glacier and plunges one down again, is as incomparable in the mountains as is the Munich-Salzburg autobahn on the level. Superbly graded and surfaced.

• • •

IN LUCERNE, we dined with old friends, the Louis de Wohls. Hungarian-born Louis, who was a British army captain on special missions during the war, is an author who has hit the jackpot with a series of novels based on the lives of the saints, translated into many languages. The de Wohl apartment is a pent house on top of a tall building. From its spacious balcony, where a fountain plays, one overlooks the floodlit mediaeval towers of the old city. The windows of Louis' study overlook the graceful spires of the cathedral. And the flat is filled with art treasures, the paintings cunningly lighted by pin-spots in the ceiling.

There, that night, we watched the German television coverage of President Eisenhower's arrival in Bonn. To us all it was rather disturbing. Because the mass crowd scenes were reminiscent of a Hitler youth rally. The camera had even picked out Nazi flags.

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WE ARRIVED AT LONDON AIRPORT just ahead of President Eisenhower, flying in from Bonn. Sitting in the lounge awaiting the call to customs, the loud speaker came on. A cultured, feminine English voice said: "Will Mr. Hamburger and Mr. Frankfurter please go to the information desk."

Stop Me If . . .

Fortune Teller: "Prepare yourself — your husband is about to die a violent death."

Wifey: "Will I be acquitted?"

• • •

Paying no attention to the red traffic light, whizzing cars, or the policeman's outraged signals, the little old lady marched across the street.

Brakes squealed, horns blasted and the policeman strode angrily up to her.

"Didn't you see my hand raised, madam?" he asked.

"Don't you know what that means?"

"I should hope so", was the indignant reply. "I've been a schoolteacher for 25 years."

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September 13, 1958

A Day for All Canada to Celebrate

Anglo-French nation-building began with a small battle in 1759 . . .

By J. B. McGEACHY

WOLFE the dauntless hero took Quebec on Sept. 13, 1759; so that next Sunday offers Canadians a chance, uncommon in the nation's experience up till now, to celebrate a two-hundred-year-old occasion.

The post office is putting out a commemorative stamp, with a bilingual imprint — "Plains of Abraham" and "Plaines d'Abraham". It's doubtful, though, if the stamp will be as popular in Quebec province as in the rest of the country. Some members of the St. Jean Baptiste Society are against observing the anniversary, except perhaps as a day of mourning; and one can understand why.

The French under Montcalm's command lost the famous battle, and no community enjoys remembering its military misfortunes. The English don't celebrate Bannockburn. The French of France don't dance in the streets on the day of Waterloo.

Yet, with such history as I know, I would undertake to defend these two propositions:

First, the defeat in 1759 was no disgrace to the French-Canadians though it may have disgraced the government of Louis XV in Versailles, a government that abandoned them, having made a hash of North American colonization and caring almost nothing for Canada anyway; a decaying government from which the pious, pioneer Quebecois were already — two centuries ago — quite alien in everything but religious profession and language;

Second, French Canada is today at least as populous, free and strong as if Montcalm had been the winner, and probably owes its survival to what its people call "the conquest".

I don't claim any historian's imprimatur for these opinions, which are my own; but I base them partly on what I have learned from three new books published this year about the battle, its background and aftermath.

The latest of these, out this week, is "Quebec 1759" by Col. C. P. Stacey, Canada's official military historiographer of World War II and now on the University of Toronto faculty.

This book is absolutely first-rate, lucid and graphic. Col. Stacey not only uses new materials. He also shows that some established writers of history have never read through the mass of documents that have moldered in the Ottawa archives for many years.

An aura of romance surrounds the fight on the Plains of Abraham; and no wonder. Canada changed hands because of this battle. It offers a classic example of victory by surprise. As sheer adventure, the nocturnal ascent of the cliffs up-river from Quebec beats almost anything else in the history of war. It's not astonishing that the story has been re-told a thousand times and lives as heroic legend.

Col. Stacey doesn't debunk it. The gallantry, on both sides, the excitement and the brilliant performance of the British regulars remain in his story. What he does is cut the engagement and the commanders down from the superhuman size they have acquired in apotheosis.

There are several estimates of the number of troops who fought on the plains. Stacey accepts, as most probable, 4,441 British and 4,500 Canadian. (The English-speaking reader must keep in mind the unfamiliar notion that "the Canadians" were the enemy and meant "the French" and no one else.)

Casualties were 658 British (including 58 killed) and "about 600" Canadian (no details given). Very small figures for the modern student of atomic war's possibilities! They managed these things better, at least some of the time, in the 18th century.

The battle statistics suggest a draw; yet the French were routed. The difference

J. B. McGEACHY

"French Canada is today at least as populous, free and strong as if Montcalm had won on the Plains of Abraham, and probably owes its survival to what its people call 'the conquest.'"

was in training. Montcalm's soldiers were largely amateur militiamen. Wolfe led crack British regiments, so well drilled by his rigid, fussy, puritanical discipline that they could stand stock still in a thin red line until the advancing French were only 40 paces away and then deliver, simultaneously, what one expert has called "the most perfect volley in the annals of warfare".

But Stacey revises that traditional story. There was sporadic firing before that perfect volley was heard. Yet from a soldier's point of view the action was superb. It was a "professional triumph". The battle lasted about six minutes, though some said it felt like ten.

Wolfe himself was an excellent field commander and personally fearless, though Col. Stacey finds unverifiable the romantic legend that he put on a new, conspicuous uniform for the occasion. But he was no strategical genius, no Napoleon. His cliff-climbing plan was definitely bad and succeeded by sheer luck. Moreover, it was his eighth plan for capturing Quebec. During two months of siege, he had dithered in a quite unprofessional manner.

His good fortune was a French mistake. Every night of the siege, French boats had sailed down river to Quebec with supplies. Their voyage was canceled on the night of Sept. 12-13; but the French sentries at the British landing point below the cliffs, now known as Wolfe's cove, had not been notified of the cancelation.

This is why one of Wolfe's French-speaking Highlanders named Simon Fraser was able, in the darkness, to answer the sentry's challenge satisfactorily. He pretended to be in the supply party and called out softly "tais-toi"—"shut up".

But Wolfe and his colleagues had no foreknowledge that this ruse would succeed, no assurance that they would not find a French battalion at the top of the cliffs. A handful of enemy riflemen could have mowed down the attackers and snuffed out Wolfe's reputation as well as his life. His eighth plan was an ill-advised gamble, seeing that a much safer, easier landing-place was available on the St. Lawrence banks a few miles further west of Quebec.

Was it a tough climb? Col. Stacey, like a true historian, tried it and made it, somewhat puffed. I tried it myself some years ago. No mountaineer, I gave up but concluded that a determined man could manage the feat. There is, of course, all the difference in the world between climbing in daylight and safety and climbing at night in fear.

Did Wolfe recite Gray's elegy on the famous scene and did he say he would rather have written it than "capture Quebec tomorrow"? Probably not, Stacey finds. If he did, the recitation certainly did not take place, as myth has it, on board one of the landing boats. Wolfe had ordered strict silence. Simon Fraser broke it, from necessity, but Wolfe, who lived for nothing but discipline and military glory, was not the man to disobey his own rule and risk his undying fame for poetry's sake.

Tradition says that he was wounded three times. First his wrist was hit; he bandaged it with a handkerchief; Then a bullet entered his stomach but he carried on as if it were a scratch. At last he was shot in the lungs and expired.

Stacey rubs out the stomach wound. There's no evidence for it, he says, and no man can lead an army in battle with his innards shattered. Anyhow, Wolfe's bravery, which to some looked almost suicidal, needs no embellishment by imaginary injuries.

In London 15 years ago I heard a remarkable story about the events of 1759. A learned Canadian friend told me that a fifth column inside Quebec, or at least one traitor, had helped Wolfe by sending him vital information about the city plan, and the disposition of troops. The British War Office, my friend said, had documentary evidence of this; but the papers were locked in a vault inaccessible to historians. The reason for secrecy was that disclosure would do serious damage to the traitor's descendants, of the same name, still living in Quebec city.

I have never been able to check this yarn. I wrote to the War Office a month ago about it but have received no reply. Now I don't need one for I find that Col. Stacey, familiar with the story, dismisses it as fiction. Wolfe did receive, from one of his own officers who may have got it from a deserter, a military map of Quebec; but it was so out-of-date and so misleading that the "traitor" deserved a medal, not a court martial, from the French.

What of the commander on the Canadian side? Montcalm was a scholar, a gentleman and an able soldier; but it's clear from all accounts, including Stacey's, that he was no more Napoleonic than Wolfe. He made a serious tactical error, on the plains, when he ordered his troops to advance against the British line. As a strategist, he lacked the gift, essential in a military genius, of divining what the enemy captain had in mind.

But Montcalm, unlike Wolfe, had a political superior on the scene, the Marquis de Vaudreuil. He interfered with Montcalm's handling of the situation. He was bumbling, pompous and dull though neither so idiotic nor so wicked, Stacey concludes, as his detractors have painted him. Incidentally, he, and not Mr. Massey, was the first native-born Canadian Governor-General.

So much for the siege and battle of Quebec, in which the French Canadians displayed gallantry, endurance and patriotism, putting up with unbelievable hardships and mobilizing, says Stacey, more completely than any 20th-century totalitarian state. Out of 60,000 of them, men, women and children, as many as 15,000 were in the fighting services; for Canada today the equivalent would be 4.5 million men under arms.

But the French could not win the North American campaign 200 years ago; and that population figure just quoted is perhaps the best evidence of their weakness. Montcalm was not outnumbered on the Quebec battlefield; but he had not enough ships, supplies or French regulars to stand for, any length of time against the naval and military host sent out from Britain. More significant still, New France had only, as I said, 60,000 people at that date while New England and the other British colonies south of it had 1,500,000. Yet, when colonization of North America had begun 150 years earlier, France was three times as populous as England and Wales.

The French of France were not then, as they are not now, interested in migration; and the government of the Bourbons, soon to crash in the Revolution of 1789, was not much concerned about its colony in the St. Lawrence valley.

For all the halo it wears for the Quebecois of today, New France was a mismanaged and miserably poverty-stricken society, with a half-starved peasantry at the bottom and, at the top, a gang of aristocratic Parisian grafters who robbed the community, and France herself, to the tune of millions. There was no trace of popular government; and the hardy, native Quebec stock was by 1759 completely foreign and even hostile to the French ruling class.

But suppose that Montcalm, despite the odds, had won at Quebec, could the small French colony have held Canada during later generations? I hardly think so.

One result of a French victory might well have been the postponement, perhaps indefinitely, of the American Revolution. This is not afterthought. It was freely predicted in London in the 1750s that the American colonists, when they no longer needed British protection against the French settlers, would throw off the British connection.

Said the Gentleman's Magazine (London) after the Quebec battle: "Canada ought to be restored (to the French) in order that the French and Indians may keep on scalping the (American) colonists and thereby stunt their growth, for otherwise the children will be as tall as their mother."

George Washington might well have remained a loyal British colonel if Montcalm had won. But sooner or later, it seems probable, the Americans would have taken charge of the continent. Moving north and west, they would have either demolished or assimilated the St. Lawrence colony and the still smaller settlements of French pioneers scattered along the Ohio and Mississippi valleys.

It does not appear likely that revolutionary or Napoleonic France could have defended them, or strengthened them with a fresh tide of immigrants. And, of course, there was not the remotest chance that the advancing Americans would permit an autonomous French culture to survive with its own language, civil code and religious tradition, as it survived and indeed flourished from 1759 onward.

On this view of history, the Quebecois owe a great debt to Wolfe. His success founded the Canada in which "the French fact" (a wholly North American and in no sense imported phenomenon) has come to life as it never did in pre-1759 days. This is a hard story for Quebec people to take; but I think it stands up historically. Maybe by 2059, if not this year, all French-Canadians will be happy to join in the gala celebration that can't be held now for fear of hurting their feelings.

Quebec 1759, the Siege and the Battle. By C. P. Stacey. Macmillan. xiii and 210 pp. $5.

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Powell River Would Retain 60% Pay-Out

Shareholders of **Powell River Co.** meet Sept. 28 in Vancouver to vote on the proposal to amalgamate the company with **MacMillan & Bloedel Ltd.**

The plan of amalgamation calls for a two-for-one split in the stock of Powell River, and the exchange of seven new Powell River shares for each three MacMillan & Bloedel shares (**FP**, July 4).

In a letter announcing the meeting, Harold S. Foley, chairman, states that "directors of both companies consider it desirable that the amalgamated company follow Powell River's traditional policy of paying dividends approximately 60% of current earnings unless unfavorable conditions arise".

A report on the amalgamation plan discloses that a majority of the outstanding shares of MacMillan & Bloedel will be exchanged for Powell River stock if the offer is approved.

All the directors of MacMillan & Bloedel and a number of principal shareholders have signified this intention.

Powell River Co. will be obligated to consummate the exchange when 90% of the MacMillan & Bloedel's Class B stock has been deposited for exchange.

It will be obligated to exchange MacMillan & Bloedel's Class A stock when 90% of each class has been deposited.

Powell River will have the right, however, to waive these conditions and consummate the exchange if not less than 80% of the total number of MacMillan & Bloedel shares, regardless of class, are deposited.

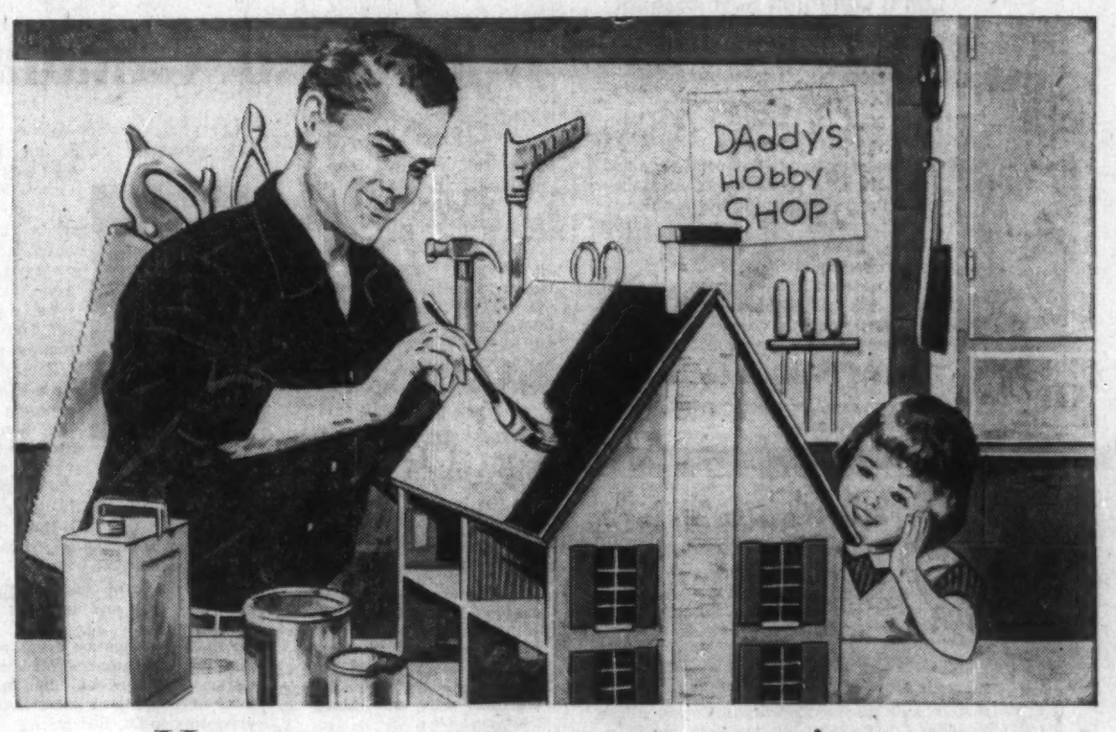
If the amalgamation goes through, officers of the amalgamated company will be as follows: chairman, Hon. J. V. Clyne; vice-chairman, H. S. Foley; president, M. J. Foley; executive vice-president, R. M. Shaw.

Expenses incurred through the process of amalgamation, expected to amount to about $1 million, are to be paid by Powell River Co. If the amalgamation does not go through, however, Powell River and MacMillan & Bloedel have agreed to apportion the expenses involved.

Canadian Auto Production

	Week Ending Sept. 5	Same Week 1958	Year To Date 1959	Year To Date 1958	% Change To Date
CARS					
General Motors:					
Buick	23	406	6,042	9,038	
Chevrolet	...	...	57,081	53,643	
Oldsmobile	50	144	10,827	10,090	
Pontiac	3	...	45,871	40,579	
	76	550	119,821	113,350	+5.7
Ford:					
Edsel	...	...	1,610	1,397	
Ford	48	...	39,124	39,342	
Mercury	...	...	4,660	4,438	
Meteor	...	...	24,840	17,885	
Monarch	...	...	3,755	...	
	48	...	73,989	63,062	+17.3
Chrysler:					
Chrysler	...	...	4,431	2,158	
Desoto	...	...	820	724	
Dodge	...	...	14,825	15,005	
Plymouth	...	...	11,650	13,677	
	...	...	31,726	31,564	+0.5
Studebaker-Packard:					
Studebaker	...	...	5,564	2,720	+104
Total cars	124	550	231,100	210,696	+9.7
TRUCKS					
General Motors	26	325	24,082	17,508	
Ford	166	...	13,291	11,742	
Chrysler	...	...	4,678	4,268	
International	236	185	9,846	7,231	
Total trucks	428	510	51,897	40,749	+27.3
Total cars, trucks	552	1,060	282,997	251,445	+12.5

Source: Canadian Automobile Chamber of Commerce.



How to manage your emotions...

and lead a healthier, happier life

All of us have emotional upsets now and then. Fortunately, most of us—like the man above—have hobbies or other recreations that ease our tensions . . . and divert our minds from the things that cause us to be worried or tense.

There are some people, however, who are more or less constantly bothered by anxiety, vague fears and other disturbing feelings. They don't face their problems—big or little—openly and realistically.

Persistent, unresolved emotional conflicts keep many from being as happy and as healthy as we should be. That's because mind and body are inseparably linked. Whatever affects one affects the other.

Unless we deal with our emotional conflicts intelligently, they bear down on our spirits, drain away energy, and may cause many physical symptoms or bodily disorders. These include heart palpitations, digestive upsets, joint and muscular pains and chronic fatigue. In addition, high blood pressure, ulcers, and some allergies are often of emotional origin.

In fact, a large percentage of all the people who go to doctors have ailments brought on or made worse by prolonged or severe emotional turmoil. So, doctors are more alert than ever before to the role of the emotions in all illnesses.

Treatment of illnesses in which emotions play a major part takes time and skill. The doctor needs to know many details about the lives of his patients—especially their emotional responses to problems which cause little trouble for most of us.

With this knowledge, he can often help patients recognize those fears and worries which are wholly or partly responsible for their illness.

He can also often help his patients learn new ways of looking at and handling problems that might keep them tense, unhappy and ill.

Should you ever become overburdened by emotional troubles, remember it's not wise to keep them "bottled up." Discuss them with your doctor. He, or a psychiatrist or clinic recommended by him, may very well get to the root of your troubles and restore you to better mental health.

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U.K. Titanium Giant Plans Factory Here

(CONTINUED FROM P. 1)

A new factory will be established in South Africa.

Tioxide pigments have been sold in Canada by BTP since 1950. By 1957 company's share of the market had grown to 49% and represented a high proportion of the U. K.'s chemical exports to Canada.

The new Canadian plant will have initial capacity of 20,000 tons a year. It will be a self-contained unit, making its own acid and manufacturing titanium oxide from titanium slag.

In July BTP celebrated 25th anniversary of its first production of titanium dioxide. In its first year it produced 2,000 tons of pigment. This year it expects to produce 90,000 tons in the U. K. factories alone.

British Titanium will obtain its slag from Quebec Iron & Titanium Corp. Requirements will be about 15,000 tons annually, 1/16 of furnace capacity at Quebec Iron's Sorel plant.

Canadian Titanium Products, which built the country's first titanium pigment plant at Varennes, Que., in 1957, uses about the same amount.

Quebec Iron & Titanium resumed production in early March after a five-month shutdown, is now operating at capacity.

A $16 million expansion program is almost complete and, by installing some auxiliary equipment, all eight furnaces could be operated at the same time.

Presently six or seven furnaces are used, depending upon demands.

Apart from being an important raw material for the paint industry, titanium pigments are used by the paper, rubber, plastics and other industries to produce bright colors in a wide range of everyday commodities.

Can a Canadian Businessman do something for you in Australia?

An officer of a Canadian company, who at one time was an economist and business writer, is going to Australia in a semiofficial capacity to collect background material for the promotion of Australian tourism and investment in North America. He will meet with Australian Government officials, businessmen, advertising agencies, brokers and bankers.

If you have an interest in Australia and would like a first-hand report on any investment, tourist or sales problems, outline your project and write to:

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The Outlook

(CONTINUED FROM P. 1)

partment stores where in almost every week over the summer the gain has been between 7%-10%.

The significance: Full employment, rising incomes and a high level of savings are pumping confidence into the consumer. If the retailers' predictions are correct, there are already signs that a spending splurge is in the early stages.

▸ **Sturdy improvement is taking place in two important industries—newsprint and steel.**

After sagging somewhat during the recession months, newsprint production rode above year-earlier levels throughout the second quarter and recorded a 3% year-to-year advance in July. Stocks of newsprint are also healthily lower.

Meanwhile, steel mills in July produced 31% more steel ingots than a year before and have been operating at close to 90% capacity for several weeks.

The significance: Both of these industries now showing substantial improvement, reflect the more buoyant tone of export markets and activity stemming from business's capital spending.

▸ **Living costs, as measured by the consumer price index, edged up only slightly during August and then most of the increase was due to seasonally higher food prices.**

Higher prices were reported for eggs, oranges, beef and pork. Rents also moved up very slightly, but clothing costs were unchanged and household operation costs declined fractionally.

The significance: This was the 17th month during which the index has moved up and down within a very narrow range —less than 1%. This contrasts with an increase of just under 4% in the preceding 17-month period. **It's good evidence that today's inflation is more potential than actual.**

The best assurance that these examples of Canadian expansion have many more months of continued growth ahead comes from the U. S. where business activity is fast rolling up into a major boom.

For example:

- **New orders of machinery were record high in July,** perhaps as much as 10% over the June rate, according to McGraw-Hill reports.
- **Construction awards** for industrial buildings in the first half of this year were riding 60% higher than a year earlier.
- **Consumer credit chalked up the biggest month-to-month increase in July since late summer 1955** when the car-buying spree was at its height.

U. S. activity on a scale such as this is bound to provide broader markets for Canadian exports, particularly natural resource items—and give a boost of business spending in Canada on new facilities for production.

* * *

Sign of the times in Canada: Bank loans to business and to individuals declined by $3 million in the week ended Aug. 19 under the impact of credit restraint.

By contrast: These loans advanced by as much as $98 million in one week in July and more recently the increase has ranged between $20 million to $25 million each week.

On similar monetary trends in the U. S., the National Industrial Conference Board points out:

"Money grew notably tighter in July and August. Stringency, evident throughout the money market, was reflected in rising interest rates culminating in the recent ½% rise in (the commercial banks') prime rate to 5%.

"Compared with the corresponding period in the 1954-55 business recovery, the recent U. S. situation has been characterized by heavier demand and tighter sources of supply."

Sleeping Sickness Danger in Canada

(CONTINUED FROM P. 1)

after this problem," he commented.

"When something is as spectacular in its effects as polio, people become alarmed and great efforts are made to find ways to combat it. That stage hasn't been reached with sleeping sickness.

"In any case," he added, "it is more sensible to prevent a disease than attempt to cure it."

REMPEL

Spraying irrigation ditches to kill mosquitoes will not be effective. "It's only good when the hatch is in a small area," the professor commented.

The potential problem at the South Saskatchewan dam site is compounded by the fact that the reservoir will attract an increased bird population.

Birds can carry the sleeping sickness virus and transmit it to mosquitoes.

Alberta's irrigation areas are yielding vast numbers of mosquitoes and there could be problems of sleeping sickness there, according to Dr. Rempel.

Dow Corning Cuts Silicone Prices

A substantial price reduction in silicone fluids and emulsions have been made by **Dow Corning Silicones Ltd.**

The latest reduction for company's range of its 200 silicone fluids and related emulsions constitutes a total price cut of over 50% since 1946.

Silicones are used in a wide range of industry including paint, electrical wire and cables, textiles, cosmetics.

All-Year Navigation Trend Rolling Now with New Pep

(CONTINUED FROM P. 1)

mouski, Father Point is in process of getting an all-year harbor.

▸ There are predictions Sept-Iles eventually will be an all-year iron port.

▸ Meanwhile Dalhousie in nearby New Brunswick and Corner Brook, Nfld., already are established year-round paper shipping points.

Denmark's **J. Lauritzen Line** will again serve Quebec City this winter — and on a much wider basis than the history-making single trip made last winter (**FP**, April 25).

Company plans to send three vessels to Quebec City. One is scheduled to make three round trips between the port and European points; a second will make two trips; a third, one.

The ships will sail from Quebec City about every three weeks beginning in January.

Officials predict no difficulty getting cargo. This would indicate that arrangements are being made to ease shippers' commitments to freight conferences which tend to limit winter cargo available.

It was expected this problem would not be allowed to prevent development of winter traffic (**FP**, March 21).

As in Quebec City, strong economic interests back the Riviere-du-Loup bid for year-round shipping.

However, the first prized objective is a deep-water port.

This would give the potato growers and lumber producers of Maine and New Brunswick more direct access to the big markets of Central Canada and the U. S. Mid-West.

In return, goods from the Great Lakes area would be brought in via Riviere-du-Loup.

EASTERN AIRLINES will increase its daily services between Montreal and Miami from two to four on Dec. 1. For the winter season, the airline will have two first-class day services and two night coach flights in every 24 hr. Return fares to Dec. 15: $162.80 first class, $128.40 night coach (a special summer fare of $160.20 is in effect four nights a week). After Dec. 15, first class fares will increase to $203.40 return.

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To John McNally steel executive, it is the bank that arranges for a payment on his export sales through a letter of credit.

To Bill Parsons it's bankers like the one who flew from Winnipeg to Toronto to assist him in planning for a new plant.

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Atlantic Port Project Edging for Start Soon?

MONTREAL (Staff) — The first breakthrough toward development of Newfoundland's promising Bay d'Espoir power-industry-port site (FP, June 6) may be very near.

If certain technical and financing problems are solved — and the company in charge is optimistic — it will take the form of a power development, as expected.

British Newfoundland Corp. says in its just published report that the south coast power plant would have 70,000-hp capacity, capable of expansion to 350,000 hp, the site's total potential.

The hope: A construction start in 1960.

A new company — **Southern Newfoundland Power & Development Ltd.** — will carry out the plan.

Joining Brinco as minority partners in the new firm are **Anglo-Newfoundland Development Co.** (big newsprint and base metals company), **Bowater Corp. of North America** (large Newfoundland newsprint mill) and **Power Corp. of Canada** (utility holding and management company with interests in Newfoundland).

All three have interests in Brinco itself.

From a long-run view there is intense interest in the isolated Bay d'Espoir area as a site for industry and a huge all-year port.

The power development is seen as the nucleus for this growth.

Industrially, proponents see chances for a copper smelter, chemical plant serving export markets, pulp and paper mill. Chances of the latter faded further into the future with **Crown Zellerbach's** decision this year against a Newfoundland mill.

As a port, there's high hope the all-year harbor would:

- **Handle winter shipments** of newsprint from Anglo-Newfoundland; and base metals from Buchans in the interior and the newer mines on the ice-bound north coast.
- **Serve some day as a giant transshipping point** with vessels coming from overseas, the Seaway and Great Lakes, the U. S. east coast and the Hudson Bay route.

These are the dreams and ambitions stirred by the power details in the Brinco annual report.

Proposed initially from the 70,000-hp plant are transmission lines to Grand Falls (location of the Anglo-Newfoundland mill) and to the heavily populated Avalon Peninsula.

Possible extensions would be to St. John's on the east coast, Baie Verte and Tilt Cove on the asbestos and copper-rich north coast and Deer Lake in western Newfoundland.

The Brinco report says:

"The Newfoundland government is willing to borrow the necessary funds from the federal government and provide the lines subject to construction of the power plant going forward.

"We consider that once power is available our intensive efforts to build up a larger demand will bear more fruit."

Board Chairman B. C. Gardner warned that success in the Bay d'Espoir venture is "by no means certain".

But "our feeling is one of quiet optimism."

ANNOUNCEMENT

MONTREAL TRUST NEW DIRECTOR

DONALD A. THOMPSON, Q.C.

Mr. O. B. Thornton, O.B.E., President of Montreal Trust Company, announces the appointment of Mr. Donald A. Thompson, Q.C., to the Board of Directors of the Company. Mr. Thompson is the senior partner of the legal firm of Thompson, Dilts, Jones, Hall & Dewar, of Winnipeg. He is also a member of The Manitoba Hydro-Electric Board; Chairman of the Board, Stovel-Advocate Press Ltd.; and Director, the Sovereign Life Assurance Company of Canada, Dominion Malting Company Ltd., and McCabe Grain Company Ltd.

Pozzolan Outlook Bright, Stock Issue Coming Soon

(CONTINUED FROM P. 1)

rather than a partial replacement material.

Holdfast Natural Resources Ltd., the Vancouver company which owns and controls the vast deposit of volcanic shale and plans a manufacturing operation, has had about two tons of it processed at Washington State College, Pullman, Wash.

This batch will now go out in lots to selected prospective users so they may test the product themselves.

Some will also go to B.C. Research Council, at University of British Columbia, for advanced testing and scientific appraisal.

The company anticipates that pozzolan will find a use in everything from concrete blocks to huge hydro-electric power dams.

Other unique characteristics of pozzolan:

- **It reduces** the heat generated in the setting of large masses of concrete, thus preventing drying, shrinking and cracking.
- **It reduces** discoloring.
- **It minimizes** segregations.
- **And it resists** alkali and acid attacks by sewage and sea water.

Wolf G. Bauer, Seattle consulting engineer and an authority in the U. S. on pozzolan (he has designed pozzolan plants now in commercial production in the U. S.), reached these conclusions about the volcanic shale, located near Port Alberni on the west coast of Vancouver Island:

"This shale may be commercially processed into a high-strength pozzolan for general purposes of concrete improvement; and replacement of cement from 20% to 40% by specific volume should be possible."

Bauer says the shale had no characteristics which would impose process limitations, and that high kiln capacity and good fuel ratio would be possible in the manufacturing process.

Frank Herbert, president of Holdfast, said inquiries have been received from coast to coast about his company's plans and product:

- **A Los Angeles company** has asked for, and received, samples for testing.
- **A New York-based mining company** made an offer to assist financially.
- **A Winnipeg concrete firm** has expressed interest in a Saskatchewan - Manitoba - Lakehead distributorship.
- **Financiers in both Montreal and Calgary** (their names are well known) have made tentative offers of financial assistance.
- **A major British company** is studying Holdfast's engineering reports.

Holdfast, a private company, has just exercised its option on another block of land near Port Alberni to consolidate further its shale control position.

The company has no outstanding obligations, said Herbert, and will be privately financed right up to the point where land is cleared, ready for plant construction.

It will then be converted to a public company and there will be a limited public offering of perhaps one third of the authorized share capital, added Herbert.

The public offering would cover plant cost and working capital.

(The consultants' manufacturing evaluation suggests the company can write off plant cost within one year, certainly no more than two years.)

Holdfast anticipates it will have only about half of its authorized 3,000,000 shares outstanding as a public company when it goes into production.

The Department of Industrial Development, Trade and Commerce of the government of British Columbia has looked into the pozzolan picture to assist the Holdfast company.

The department's estimates indicated a market for pozzolan in Western Canada which — along with the company's own studies — warrants a production start.

President Herbert says the conversion to public company will be made "shortly", but a primary distribution of Holdfast shares at this time is not warranted.

The company's main effort at this moment is a program of "proof-of-pudding testing" in co-operation with testing laboratories, engineers, architects and other sections of the building industry.

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Nearest Farm Magazine (as at Dec. 31, 1958) 130,144
Nearest Non-Farm Magazine (as at Dec. 31, 1958) 157,342

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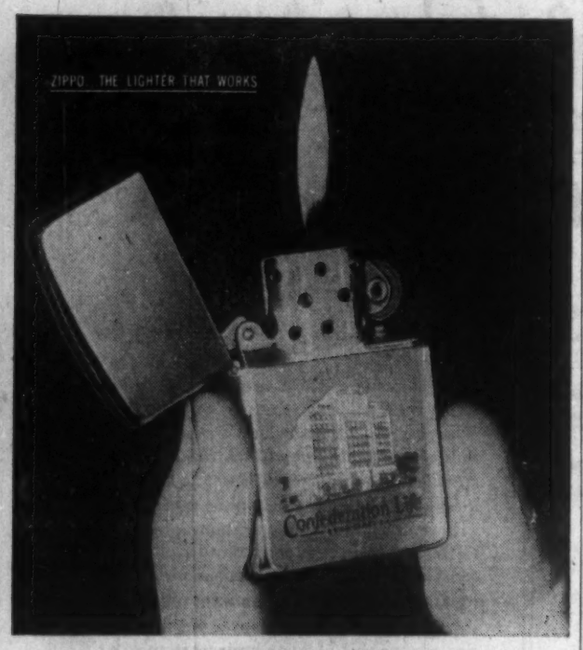

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There are many styles of Zippos to choose from, including the graceful new Zippo Slim-Lighters. Zippo lighters can also be personalized with individual signatures, in addition to company trade marks *in color* or any design you want. Write to Dept. FP38, Zippo Mfg. Co. Canada, Limited.

Zippo Manufacturing Company Canada, Limited
Dept. FP38, Niagara Falls, Ontario

Gentlemen: Please furnish me with complete information on Zippo lighters and your special design service.

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Firm .....
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as of Jan. 31, 1950 could have been cashed for exactly

$31,920

on July 31, 1959 9½ years later

(Initial offering price $2.50)
(31 July, 1959 bid price 7.98)

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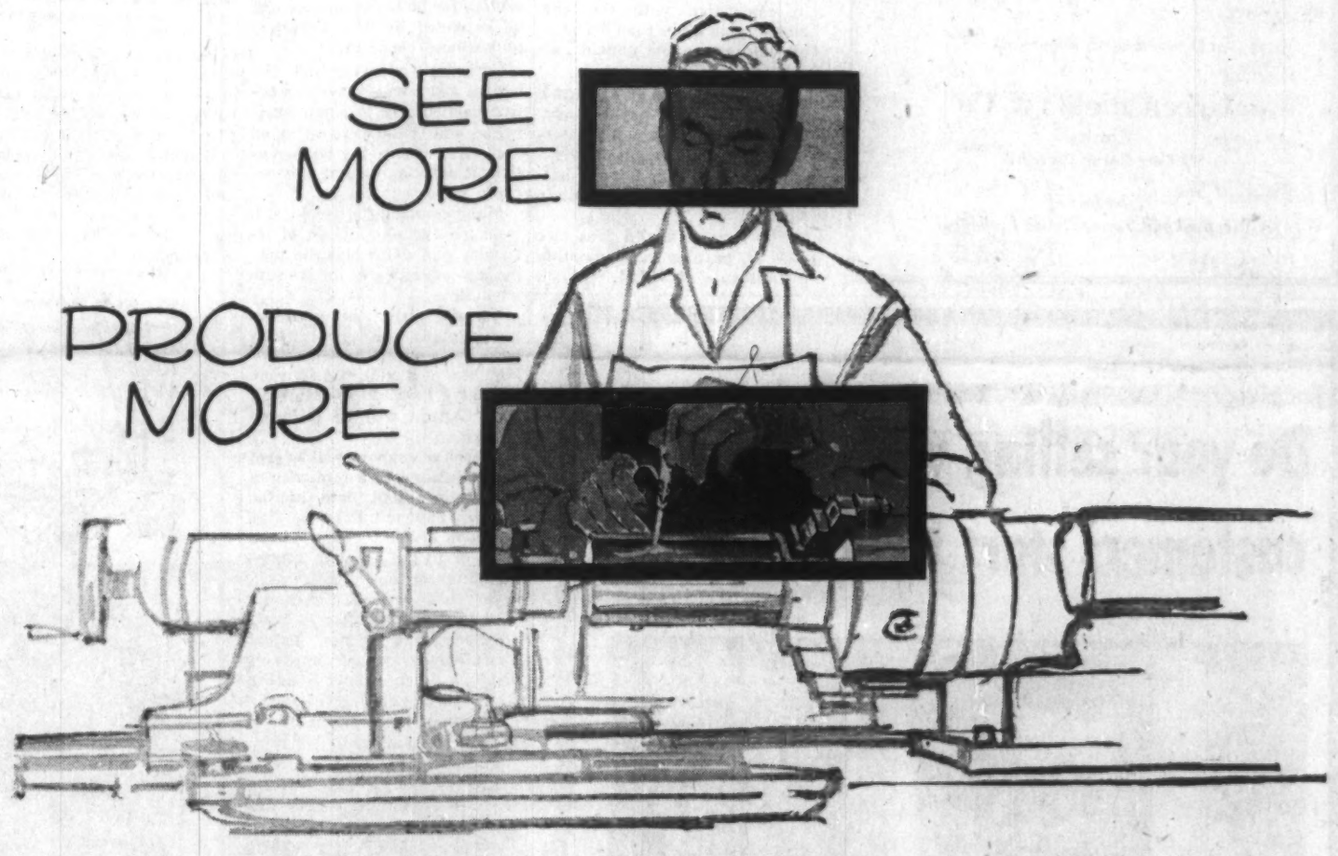

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...COST NO MORE

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Pay-by-the-Month Insurance Plan

This new credit plan, first in Canada, lets you budget both your family and business insurance . . .

By H. R. SUYDAM

A new, pay-by-the-month budget plan covering almost all forms of family and business insurance is being introduced this month for the first time in Canada by **The Travelers Insurance Companies.**

The plan is designed to meet the needs of the average homeowner faced with the problem of preparing in advance for substantial premiums in connection with his general insurance requirements.

Patterned after a similar budget scheme launched by Travelers in the U. S. last year, the plan consists of the grouping of existing personal lines of insurance and co-ordinating them under a monthly payment program.

A typical group of family coverages might consist of a fire policy on dwelling and contents, an auto policy, a family accident policy and one of the company's new family life contracts.

Depending on the type and term of the policies in the package, premium payments may be spread out over 10, 16, 22 or 34 months.

No service charges are levied in connection with the new budget plan other than 6% simple interest on the unpaid balance.

For example, on an aggregate premium of $600 payable over 3 yr. the company will first require a down payment of $90.

Interest on the unpaid balance of $510 would amount to $44.63.

The insured would then owe $554.63, payable in 34 monthly installments of $16.31.

In addition to the convenience of small monthly payments, by budgeting a three-year premium, which he might not otherwise afford, the insured can actually save money.

In the majority of cases, The Travelers say, a 3-yr term policy, compared with the aggregate of three one-year policies, provides for a saving greater than the interest charges in the budget plan.

Although the plan has been set up primarily to budget fire and casualty premiums, the payment of life, accident and health premiums may be combined in a budget agreement of 34 mos.

These latter classes of insurance are not included as part of the agreement amount and no interest charge is made for the convenience of paying the premiums on a monthly, rather than the normal quarterly, basis.

The minimum premium for an individual policy or combination of policies which are eligible for budgeting under a single agreement is $60 for one year and $120 for three years.

Credit terms similar to those devised for family insurance will be extended by The Travelers to business concerns.

Company believes that the budget plan will prove attractive particularly to small businesses and those just getting on their feet where the conservation of working capital is especially important.

Many companies, it feels, will welcome the elimination of irregular due dates and the prepaying of large lump-sum amounts.

To administer the premium budget plans, a regional unit has been set up in The Travelers' Montreal accounting division. Monthly premiums from all over Canada will be collected by this unit.

A book of coupons will be sent to the insured as a reminder of the amount and date of the monthly payment. Payment may be made either to the regional office or to the agent or broker handling the business.

Joseph Thompson, vice-president for Canada of The Travelers, feels that the new budget plans will give the company's agents a much stronger footing from which to combat the growing competition from non-agency companies.

Public acceptance of The Travelers' budget plans in the U. S. over the past year has been wide and enthusiastic, Mr. Thompson told FP. He expects the reception to be equally good in Canada.

Early Frost Fear Worries Alta. Farmers

From Our Own Correspondent

CALGARY — The harvest moon is not co-operating too well with the Alberta farmer.

Cool showery weather in several sections of the province has braked threshing operations by as much as 20% compared with last year. This time last year threshing was 65% completed.

Possibility of early frost injuring unripened grain also has the farmers concerned.

Only bright spot for harvesting has been in the southern part of the province.

Given warmth and sunshine, Alberta expects to beat last year's yields in wheat and coarse grains by an estimated 15 million bushels.

One reason: Crop acreage is higher — 11.8 million compared with 11.3 million in 1958.

An FP survey of reports by three major grain companies indicates the crop total will be in the neighborhood of 323.3 million bu., this despite hail claim damages totaling more than $500,000.

Grain officials have upped the wheat production estimate (FP, June 13) from 94 million bu. to 104 million bu., 8 million bu. higher than in 1958.

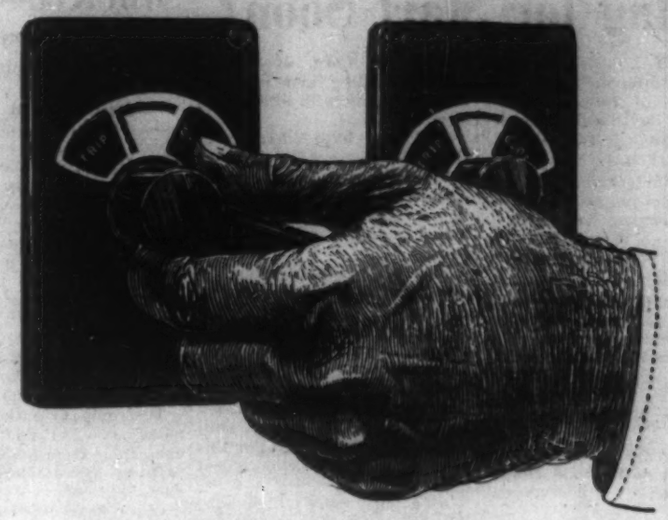
Here's the breakdown for other grains with last year's figures in brackets:

Oats, 102 million bu. (97); barley, 109 (107); rye, 1.7 (1.7); and flax, 6.5 (6.5).

Average per acre yields in the province for wheat varies from 12 bu. to 29.1 bu. (last year's average for the province was 20.4 bu.).

Per acre yields for other grains with 1958 averages in brackets are: Oats, 40 bu. (34.4); barley, 30 bu. (27.8); rye, 17.3 (17); and flax, 11.2 (11.7).

Brightest spots for yields are in districts around Edmonton and Calgary. Lowest yields are in areas running north and south along the Alberta - Saskatchewan boundary.



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ASSESSMENT MANUAL

Alberta municipalities exclusive of cities will now be able to avoid most of the basic variations in property assessment for tax purposes, the provincial Department of Municipal Affairs believes. A revised manual has been issued by the department for use following general reassessment by municipalities. Individual cities may apply for prescription of the manual at their option.

TV COMMERCIALS

Television commercial production is growing in Canada. Robert Lawrence Productions (Canada) Ltd. says its 1959 business in this field will be around $500,000, claimed to be highest on record for Canadian output.

Do your selling where your customers start their shopping!

IN THE EVENING . . .
IN THE HOME . . .
IN THE STAR!

Market Data on request

The Montreal Star

"Serving and Selling Montreal's English Market"

Cartier Signs Its Seventh Gas Franchise

MONTREAL (Staff)—**Cartier Gas Corp.** — owned by **St. Maurice Gas** and **Consumers' Gas Co.**, Toronto—is continuing to line up natural gas distribution franchises in the Eastern Townships area of Quebec.

Last week company signed up city of Richmond which approved, in principle, granting of franchise to Cartier. Details of the franchise will be worked out in the next two months.

This brings to seven the number of Quebec communities that have already approved Cartier's project for a grid system distributing natural gas.

Proposed pipeline would run from Montreal on the south side of the St. Lawrence River, recrossing the river at Trois-Rivieres and ultimately continuing on to Quebec City.

In Trois-Rivieres, one of Cartier's parents—St. Maurice—already distributes propane gas through a pipe system. It would be converted to natural gas if the Cartier project goes through.

Foreign Exchange Rates

Noon Value in Canada
Week Ended Sept. 8, 1959

	U.S. $	U.K. £
Wed.	95 18/32	2.67 11/16
Thurs.	95 17/32	2.67 11/16
Fri.	95 14/32	2.67 9/16
Mon.	Hol.	Hol.
Tues.	95 12/32	2.67 4/16
Ave.	95 61/128	2.67 35/64

U. S. rate reported by Bank of Canada.
U. K. bid rate reported by Toronto-Dominion Bank.

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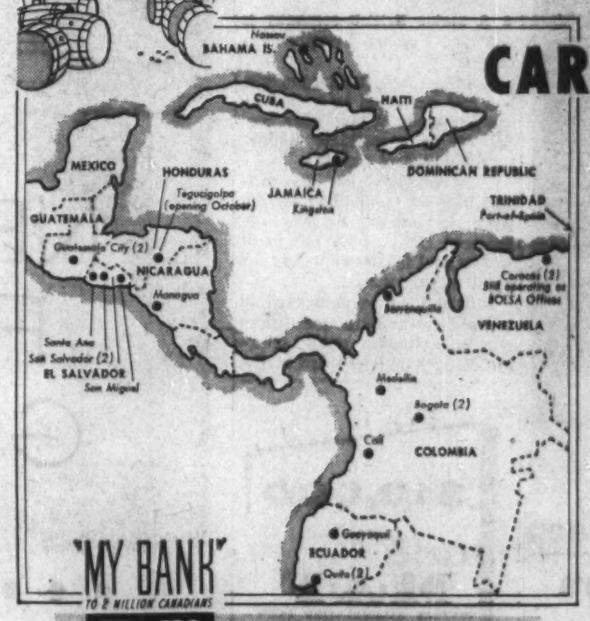
FOR BUSINESSMEN ANYWHERE IN CANADA



Through its Caribbean affiliate—the Bank of London & Montreal Limited, or BOLAM, as it has become known—Canada's First Bank brings the Caribbean area right to your doorstep. Wherever you are located in Canada, one quick call to your local Bank of Montreal branch will speed your enquiries on their way to be answered quickly and in detail from on-the-spot sources.

If you plan to extend operations into the Caribbean area . . . if you wish to establish reliable import-export connections with reputable firms . . . or if you want reliable information on markets, sources of supply or any other aspect of doing business in the Caribbean . . . call on the Bank of Montreal.

Any one of our 794 branches across Canada —or our International Department at the Head Office in Montreal—will give your particular needs the individual attention they require.

BOLAM's Head Office, Nassau, Bahamas, now nearing completion. The Bank is jointly owned by the B of M —Canada's oldest bank—and the Bank of London & South America Limited (BOLSA), which has been operating in Latin America for nearly a century.

BOLAM...

YOUR KEY TO THE CARIBBEAN

BOLAM—in association with the Bank of Montreal—provides the Canadian businessman with constantly expanding facilities for doing business in the Caribbean area.

With the Head Office established at Nassau last October, and the opening of its newest branch at Kingston, Jamaica this month, BOLAM now has 19 offices in The West Indies, Latin America and the Bahamas to serve you.

Another branch opens in October at Tegucigalpa, Honduras, and early next year there will also be an office at Port-of-Spain, Trinidad.

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Vancouver Moving Firm Makes Drive to East

From Our Own Correspondent

VANCOUVER — A vigorous family moving and storage company has moved into the Montreal area from Vancouver, as part of its long-range cross-Canada expansion plans.

"We saw an opportunity there, and we'd never been in eastern Canada; so we took the opportunity," says Stanley H. Bekins, president of **Bekins Moving & Storage Co.**, in explaining the company's acquisition of **Birch Transfer & Storage Inc.** of Montreal.

Name of the company will now be **Bekins Moving & Storage Co. (Quebec) Ltd.**

Bekins is a private company, launched in Vancouver in 1924, and still owned by the Bekins family.

Indicative of its growth: In its first days it had a staff of five and four moving vans; today it has a staff of 250 and upwards of 100 pieces of equipment. The company handles not only the traditional moving and storing, but does packaging for long-distance — including export — shipping.

BEKINS

And a growing phase of its business is the storing of office records.

Bekins expansion into Alberta entailed acquisition of **James Storage Co.** in Calgary.

It opened a new warehouse in Vancouver in 1950, and a new unit in Burnaby — the municipality directly east of Vancouver — in 1957.

A Bekins moving and storage company also operates in the U. S.

Although the Canadian and U. S. companies are not associated financially, both are owned by the Bekins family and they "co-operate" business-wise.

The U. S. company, based on the West Coast, similarly is expanding into the eastern part of that country.

"We intend to have a cross-Canada organization," Bekins told **FP** in a long-distance phone call from Seattle, where he resides. But he could not say how soon it might be realized.

"There is always the possibility of further expansion," he added.

The Bekins' Canadian company was founded by Daniel Bekins, father of the present president. E. W. Andrews, who joined the firm at its outset, is now vice-president.

Coincident with the move eastward, Joseph A. Whitmore becomes vice-president of Bekins' new Montreal operation, as well as the Western Canada operations.

Clifford Davies, Jr., will be the Montreal manager, and Neill Carnsew is promoted from his present position in Calgary to become assistant manager in Montreal.

See Record Year In Road-Building

Value of spending on road-building during the current construction year will be greatest in history, Canadian Good Roads Association predicts.

In its annual financial survey, Highway Finance, 1959, to be released this month, CGRA estimates expenditures of $1,157.2 million by all levels of government—the 14th successive record.

This compares with $1,077.7 million in the preceding year and represents an increase of $79.5 million, or 6.9%.

Expenditure by three levels of government:

		($ '000)	
	(1959-60)	(1958-59)	(1957-58)
Federal ...	136,326	109,626	93,808
Provincial .	722,849	694,091	633,045
Municipal .	298,000	274,000	222,000
Total	1,157,175	1,077,717	948,853

More funds are going into new construction this year and proportionately less into maintenance and administration.

Must Attract More Talent, Fashion Industry Warned

Special Correspondence

LAKE PLACID, N.Y. — The Canadian fashion industry must learn to innovate or within a short time it will have no pool of talent to draw from.

This was the warning made by James T. McCay, Montreal management consultant and author of the book, The Management of Time, at the fourth annual convention of the Montreal Dress & Sportswear Manufacturers' Guild held at Whiteface Inn here over the Labor Day week end.

Mr. McCay said that while our society has made a breakthrough to comparative affluence, the dress and sportswear industry "is still primarily geared for a condition of scarcity."

The industry has tremendous opportunities for innovation and growth, Mr. McCay said. But to realize these opportunities "it will have to attract more talented people."

This can be done, he said, only if garment manufacturers create more jobs that are enjoyable for their variety, challenge and growth potential.

Mr. McCay said fashion manufacturers will have to become much bigger if they are to attract good talent. He suggested this could be done through merger and acquisition.

"Large organizations can offer more room for error (and hence for learning), more leisure for study and analysis, more surplus for research and less disturbance from mind-distracting rush."

He said also there should be less emphasis on money incentives.

"Gifted and mature people tend to be repelled by over emphasis on money," he claimed. "So long as a man is motivated primarily by money, he is not likely to be fully creative. Your industry can offer many opportunities for growth. These could be made more explicit and be publicized."

Mr. McCay suggested industry research "to increase the rate of innovation." This could be done under the auspices of a trade association such as the guild, he added.

The convention was told by N. A. Marcoux, Montreal sales manager for the **Singer Sewing Machine Co.**, that 85% of the machines used in garment plants are obsolete. He said there is a direct link between plant idleness and obsolete equipment.

Doreen Day, formely fashion consultant for **Eaton's** in Montreal, told the manufacturers they should undertake the task of training salesclerks because the stores aren't doing the job adequately.

"Your are ignoring the direct link between you and the cash register," she said.

"Don't worry so much about the buyers," she advised. "Their job is to buy and they have to buy from you.

"But do worry about the sales clerk because she doesn't have enough information about the selling points of the products you make."

She said retailers take manufacturers' labels off garments "because you haven't taken a strong enough stand."

Convention Chairman W. Ghenender said registration at the convention totaled 270, including delegates and guests.

STEEL DOCK RAMP

Service Steel & Engineering Ltd., Hamilton, as a new steel dock ramp which adjusts itself to truck tailgate heights as loads are moved on or off the truck. When not in use the ramp sits flush in the dock floor to allow unrestricted cross traffic.

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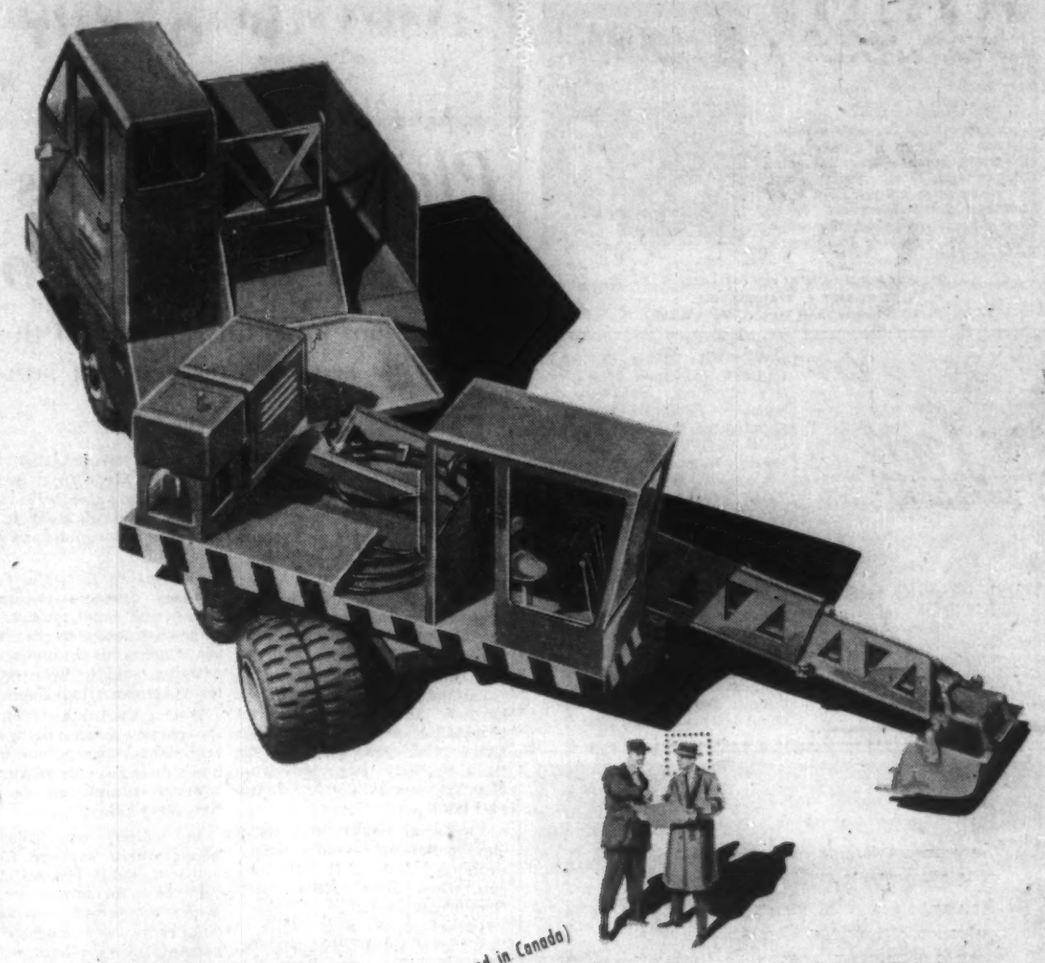

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Wesley B. Haddon Manager

WINTER MEDITERRANEAN CRUISE in **Greek Line's** cruise ship Olympia will feature 18 ports in 14 different countries. Highlights: Morocco, Black Sea ports of Odessa and Yalta, Constantsa, Rumania and Dubrovnik, Yugoslavia. Starting from New York, Feb. 2, the holiday will last 52 days. Minimum rate: $995.

* * *

MOUNTAIN-CLIMBING escalator has been installed on Japan's Enoshima Island. Built at a cost of more than $500,000 the escalator takes sightseers from sea level, up 300 "steps", to a lovely garden near the top of a mountain. Enoshima Island, a famous Japanese beauty spot, is about 1½ hrs. by rail from Tokyo.

FARAWAY, overlooking a broad expanse of blue Atlantic, with its own private beach, offers the perfect setting for your Bermuda holiday

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- Informal atmosphere, good food, comfortable, modern accommodations.
- American plan, Modified American plan, and Bermuda plan.
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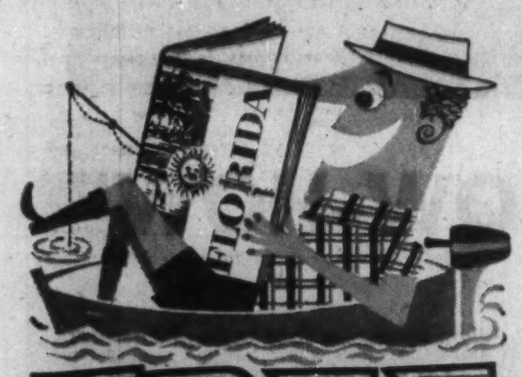

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POST TRAVEL BUREAU

Where to go - how to go - where to stay

Plan Christmas Away from Snow

You can have all the joys of the festive season in Bermuda sunshine . . .

By BEATRICE RIDDELL

For a traditional but different Christmas holiday this year, try Bermuda.

In this lovely, mid-Atlantic resort, Christmas weather is like spring at home. But in quiet, old-world atmosphere (that has been mellowing here for 350 years), you are treated to all the heart-warming joys of the English Christmas tradition.

Instead of snow you will see gardens abloom with scarlet poinsettias — the Christmas flower. But gaily decorated fir trees (mostly imported from Canada) stand in every house and hotel.

Christmas is the most social time in Bermuda — in a homey, untouristy fashion. It is the season when Bermudians enjoy themselves most.

There are egg-nog parties at the hotels on Christmas Eve. While guests sing familiar carols around the hearth, the old English ceremony of lighting the Yule log is performed.

Christmas night, you sit down to the traditional feast of turkey and plum pudding. But the meal's "pièce de résistance" is the special Bermuda dish — cassava pie. Made from the roots of the cassava tree, with chicken or any kind of meat it is as **sacred to a Bermudian as haggis to a Scot.**

On Boxing Day, the famous Gombey Dancers perform in streets and hotel lobbies. This gaily-costumed negro troupe are expert in rhythmic dance patterns, said to be carryovers from African tribal dances.

During Christmas Week there are parties, tournaments, military band concerts, and special horse racing events climaxed by another sumptuous feast on New Year's Day.

In winter, when day-time temperatures average 65 deg. you will find conditions at their very best for tennis and golf. There are tennis courts at or near every hotel, and Bermuda boasts more excellent golf links per sq. acre than any other country in the world.

Bermuda waters yield more than 335 varieties of game fish, including giant marlin, tuna, rock fish and wahoo. And unlike Canada, there is no "season" for fishing here. Special tournaments, in which visitors participate, are held in winter as in summer.

Sea bathing and beach-lolling is generally considered "out of season" in December, although many Canadians, used to northern Canadian lakes, find the sea's temperature delightfully invigorating. But in any case, many hotels have heated swimming pools. So take your bathing suit along.

You will find every type of accommodation in Bermuda. There are large, self-contained resorts, cosy cottage colonies, and lovely guest houses — many of them converted mansions set in spacious estates.

You will pay $10 to $24 per person per day for a double room and two meals.

As in Canada, Christmas in Bermuda is a "family time". And many Canadian families are finding this an ideal place to spend the school vacation.

Because of the growing popularity of this season, **transportation officials advise early bookings for Christmas in Bermuda.**

You can fly direct from Canada via **TCA** (from Toronto or Montreal) and **Eagle Airlines** (from Montreal). There are also daily services from New York via **BOAC, Eastern** and **Pan American.**

Whichever route you choose, return fare from Toronto, Montreal or Ottawa is $141 tourist or $171 first class. Children from two years of age up to and including 11 years pay half fare.

For infants under two years, the return fare is $10.50.

For a leisurely ocean voyage, which at Christmas time is a specially gay affair, **Furness Bermuda Line's** crack Ocean Monarch sails from New York. Return fare: $125 and up per person.

The ship will also make a special New Year's cruise to Bermuda and Nassau, starting from New York Dec. 26. Fares start at $225.

Travel Tips

THANKSGIVING TOUR to New York, offered by **Travel Plans Tours Ltd.,** of Toronto, comes in four varieties. The three-day (Oct. 9 to 12) basic tour costs $39.95 and up per person from Toronto, and includes transportation, transfers and hotel accommodation with bath. Optional additions include dinner and dancing, nightclub, tickets for a leading Broadway hit and Radio City Music Hall. Choice of five hotels is offered. Transportation is by rail or air depending on rate chosen.

* * *

WINE FLOWS night and day from bedroom faucets at the Terminus Hotel in Dijon, France.

* * *

TAMPA'S GASPARILLA PIRATES "captured" Toronto last week in a colorful pageant enacted at the Canadian National Exhibition. But they arrived via **Eastern Airlines** planes instead of ships. Exhibition visitors got a glimpse of the five-day extravaganza presented each February in the Gulf Coast city. In gay carnival atmosphere, the annual "invasion" features the renactment of some of the more exciting events in Florida's "Spanish Main" days.

* * *

CANADA'S HOTEL COUNT, recently released by DBS, shows that there are 5,151 establishments in operation across the country. These hotels provide accommodation for 275,813 guests in 151,517 rooms. Some 1,515 of the hotels are in Ontario, 1,527 in Quebec.

Your Dollar Is Worth...

(Rates relative to the Canadian dollar)

	Recent	Month Ago
Argentina, peso paper	.0115	.0123
Australia, pound	2.145	2.155
Austria, schilling	.0367	.0373
Bahamas, pound	2.6864	2.7014
Belgium, franc	.0191	.0192
Bermuda, pound	2.6797	2.6947
Brazil, cruzeiro	.0063	.0067
Chile, peso	.0009	.0009
China, peoples dollar	.3909	.3928
Colombia, peso	.1240	.1246
Costa Rica, colon	.1672	.1705
Cuba, peso	.9534	.9581
Czechoslovakia, crown (1)	.1334	.1341
crown (2)	.0672	.0681
Denmark, krone	.1385	.1392
Dominican Republic, peso	.9534	.9581
Egypt, pound	2.7459	2.7594
Finland, finmark	.0029	.0030
France, met. franc	.00195	.00197
"heavy" franc	.195	.197
Germany (East), ostmark (1)	.4290	.4311
ostmark (2)	.2276	.2287
Germany (W't) deutschemark	.2280	.2293
Greece, drachma (new)	.0317	.0319
Haiti, gourde	.1906	.1918
Hong Kong, dollar	.1669	.1674
Iceland, krona	.0586	.0590
India, rupee	.2814	.2827
Israel, pound	.5339	.5365
Italy, lira	.0015	.0016
Jamaica, pound	2.6864	2.7014
Japan, yen	.0027	.0027
Mexico, peso	.0765	.0769
Netherlands, guilder (florin)	.2524	.2441
Netherlands West Indies, guilder (florin)	.5009	.5081
New Zealand, pound	2.6697	2.6846
Norway, krone	.1340	.1347
Pakistan, rupee	.2014	.2029
Panama, balboa	.9534	.9581
Peru, sol	.0343	.0345
Philippines, peso	.4767	.4791
Portugal, escudo	.0333	.0336
Puerto Rico, dollar	.9534	.9581
South Africa, pound	2.6864	2.70
Spain, peseta (new rate)	.0159	.016
Sweden, krona	.1843	.1855
Switzerland, franc	.2211	.2226
Turkey, pound	.1063	.1069
United Kingdom, pound	2.6797	2.6947
U.S.S.R., rouble (1)	.2383	.2395
rouble (2)	.0962	.1006
Venezuela, bolivar	.2863	.2877
West Indies Federation (except Jamaica), dollar	.5583	.5638
Yugoslavia, dinar	.0032	.0033

(1) Official or commercial rate.
(2) Non-commercial or tourist rate.
(Rates supplied by Royal Bank of Canada. For business or travel purposes, check your bank for latest rates.)

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BEACH CLUB
Devonshire, Bermuda

SCARRINGTON
COTTAGE COLONY
Paget—Bermuda

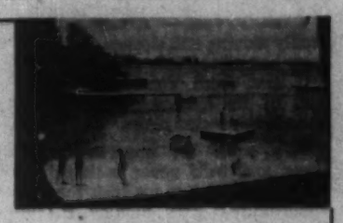
. . . A delightful 8 Acre Estate—Individual Cottages for 2, 3 or 4 persons—Fresh-water baths—Bermuda or Modified American Plans

. . . Panoramic view at Hamilton Harbour and Great Sound—Convenient to shopping, beaches and golf—Informal and friendly atmosphere.

Mrs. David Clark—Owner Mgr.

Contact your Travel Agent or Joyce B. Clarke, 1628 Sherbrooke West, Montreal, Phone WE. 3-8473, Toronto and Ottawa phone Zenith 8-3800

Buena Vista
BERMUDA



On Paget Shore overlooking Hamilton Harbour. Courteous Service at Moderate Rates. Guests may enjoy swimming in the still waters of Hamilton Harbour from the beach directly below Buena Vista. Here the tiniest toddler may paddle in complete safety. A secluded garden at the rear of the house completely bordered by flowering hibiscus offers a quiet retreat for reading and sunbathing.

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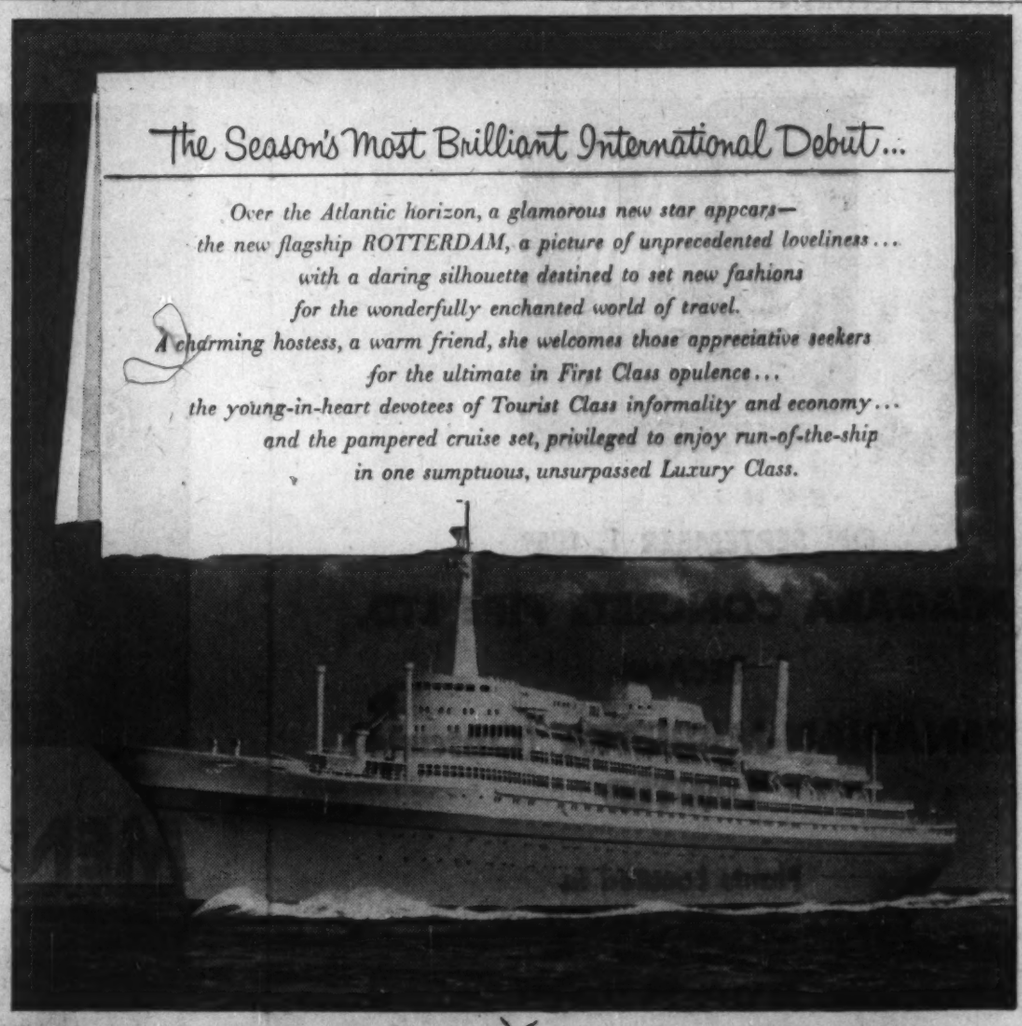

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Fifth ship of the line since 1872 to bear this honored name—38,650 gross tons of ultra-modern beauty and character, from the stackless expanse of her top decks to the quiet restfulness of her living quarters. Truly revolutionary in design, the ROTTERDAM has automatic stabilizer fins, complete air-conditioning and the latest scientific navigational and operational devices. Her new features and facilities, developed through generations of experience in pleasing ocean voyagers, are designed to make the ROTTERDAM first choice in transatlantic travel and luxury cruising.

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14,878 miles — 16 ports — including Havana • Cristobal • Balboa Callao (Lima) • Juan Fernandez Is. • Valparaiso • Puerto Montt Punta Arenas • Port Stanley, Falkland Is. • Buenos Aires • Montevideo • Santos • Rio de Janeiro • Bahia • Trinidad • St. Thomas, Virgin Is. • 49 days—rates from $1,395
Shore excursions arranged by American Express.

Feb. 1, 1960—Four Continents Cruise
21,239 miles—18 ports—including Trinidad • Bahia • Rio de Janeiro Santos • Montevideo • Buenos Aires • Tristan da Cunha Isl. • Capetown Durban • Zanzibar • Mombasa • Aden • Suez • Port Said • Haifa Piraeus (Athens) • Naples • Lisbon • 75 days—rates from $2,400
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Did Your Firm Assist By Education Grants?

Only 2.8% of Canada's taxpaying companies gave financial help to our universities last year. Banks, utilities the biggest individual givers . . .

Only 2.8% of the tax paying corporations in Canada gave financial help to universities and colleges in this country in 1958, according to the latest report by the Industrial Foundation on Education.

Total grants from business and industry last year amounted to $10.4 million, down 10% from $11.6 million in 1957.

(In the U. S., business and industry gave schools and colleges a record total of $136 million last year. This was $27 million more than the amount contributed in 1956.)

The report points out, however, that direct grants from corporations themselves at $8.8 million were little changed from $8.7 million the previous year.

The drop was caused by smaller grants from foundations established by industrialists.

Among other highlights:

- **Corporate** giving as a percentage of before-tax profits was down slightly from 1957 (0.359% vs. 0.384%).
- **The proportion** of total grants contributed by U. S.-controlled companies rose from 24.7% in 1957 to 30.1%.
- **Banking and public utilities** exceeded by a considerable margin the average "per company" donations made by other sectors of business and industry.

Canadian-controlled companies continued to give about the same proportion of total grants as in 1957—64.1% vs. 63.8%.

In terms of number of donors, however, the Canadian proportion was much higher. Of the 2,523 companies contributing, 2,101 or 83.2% were Canadian-controlled.

Compared with 1957, grants in the western region, Ontario and the Maritimes increased appreciably.

Grants in Quebec were down some 40% from 1957; this is considered mainly the aftermath of a successful fund-raising campaign held that year by McGill University.

Here's how grants made in selected years since 1946 compare with university capital and operating costs and enrolment:

	Grants —($ millions)—	Costs	Enrolment No.
1958	10.4	143.8	86,500
1957	11.4	126.2	78,100
1956	2.7	85.1	71,600
1954	1.9	72.6	64,100
1950	1.7	61.4	60,200

In 1958 smaller amounts of the grants used for capital and operating expenditures were restricted to these categories by their donors:

- 86% of capital grants vs. 97% in 1957;
- 65% of 1958 operating grants vs 80% in 1957.

On the other hand, a larger percentage of research grants were restricted to this specific category — 95% compared with 80% the previous year.

The report notes that the smaller affiliated institutions are still getting a disproportionately small share of total corporation grants to higher education.

Total granted to these institutions in 1958 was $543,719, an improvement over $455,293 in 1957, but representing only 5% of total grants for the year.

'This is a somewhat disproportionate amount when it is considered that almost 25% of total enrolment in Canada attend these affiliated institutions," the report suggests.

Presented for the first time is statistical data showing the relative degree of participation and distribution of grants from the various sectors of Canadian industry (see table).

Most notable feature here is the relatively large grants made by banking and public utilities: $65,801 and $22,548 respectively per company. These compare with the average for all participating companies of $3,492.

Where Grants Came From

INDUSTRY	Amt. of grants $	% of total grants	No. of companies	Aver. amt. per company $
Iron & steel	630,193	7.1	241	2,614
Non-ferrous metals	28,187	0.3	21	1,342
Mining, quarrying	811,206	9.2	44	18,430
Non-metallic minerals	155,712	1.8	59	2,637
Elec. apparatus, supplies	203,484	2.3	74	2,747
Petroleum & coal	724,246	8.2	59	12,274
Chem. & allied prod.	629,365	7.1	139	4,527
Forestry, paper, wood	741,058	8.4	146	5,074
Transportation equipt.	374,263	4.2	81	4,619
Transportation	524,818	6.0	79	6,644
Construction	147,284	1.7	128	1,150
Public Utilities	563,719	6.4	25	22,548
Rubber products	97,425	1.1	12	8,118
Leather & textile	122,165	1.4	157	777
Foods & beverages	664,866	7.5	195	3,409
Miscellaneous	88,415	1.0	55	1,608
Total — industry	6,506,406	73.7	1,515	4,293*
COMMERCE & TRADE				
Professional services	83,903	0.9	37	2,267
Merchandising	269,966	3.1	283	953
Insurance	428,118	4.9	56	7,642
Banking	723,900	8.3	11	65,801
Holding cos.	31,962	0.4	6	5,325
Real estate	7,565	..	24	315
Publishing & printing	97,495	1.1	88	1,106
Miscellaneous	81,488	0.9	128	636
Other finance	346,158	3.9	161	2,150
Total — commerce & trade	2,070,495	23.5	794	2,606*
UNCLASSIFIED	243,619	2.8	214	1,138*
TOTAL	8,820,520	100.0	2,523	3,492*

*Average.

THE SPEAKERS CLUB OF TORONTO

Memberships are available for the 1959-60 season, October to May, to business and professional men interested in developing their public speaking ability.
This is a well known and long established organization which gathers every second Tuesday evening for dinner and meeting at a private club.
It is non-fraternal, non-commercial and non-profit in purpose and dues are nominal.

Enquiries: The Secretary, The Speakers Club of Toronto Room 805, 85 Richmond St. W., Toronto 1, Ontario

ANNOUNCEMENT

SWIFT CANADIAN CO., LIMITED APPOINTMENTS

F. W. JEFFRIES J. G. HANMER

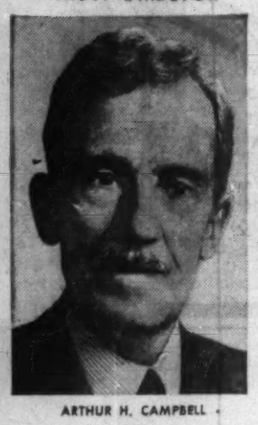
Mr. A. E. Millard, President of Swift Canadian Co., Limited, has announced the appointment of two meat packing plant managers.

Mr. F. W. Jeffries, formerly manager of the Swift Meat Packing Plant at New Westminster, B.C., and Alberta Meat Company at Richmond, B.C., has been appointed Manager of the company's Toronto Meat Packing Plant.

Mr. J. G. Hanmer, formerly assistant to Mr. Jeffries, has been appointed manager of the Swift Meat Packing Plant at New Westminster, B.C., and Alberta Meat Company at Richmond, B.C.

ANNOUNCEMENT

CANADA PERMANENT TRUST DIRECTOR



ARTHUR H. CAMPBELL

The election of Mr. Arthur H. Campbell, Montreal, to the Board of Directors of The Canada Permanent Trust Company is announced by Mr. Henry S. Gooderham, President. Mr. Campbell is President and Managing Director of Campbell, MacLaurin Lumber Co., Ltd., Montreal, and Director of The Toronto-Dominion Bank, Fraser Companies Ltd., and St. Lawrence Corporation Ltd., and Honorary President of the Boys' Home of Montreal and a Director of the Y.M.C.A.

You'll Control the Climate In This New Office Block

A $2-million seven story air conditioned office building will be erected at Bay St. and Yorkville St., Toronto, by Charles and Jules James of **Coupland Acceptance Ltd.**, and Arthur Caplan.

General contractor will be **Arthur Caplan** in co-operation with **Camston Ltd.** Completion is scheduled for early 1960.

Designed by **Crang & Boake,** Toronto architectural company, the building will provide exclusive store facilities and prestige office accommodation.

Features: Individual office control of both heating and air-conditioning: high speed electronic elevators and latest in telephone and electrical floor circuits. Provision has been made for a restaurant.

Other projects of Mr. Caplan include the **Parker Pen** building in Scarborough, also built jointly with Camston; the **Industrial Acceptance Co.**, building on Eglinton Ave., in Toronto.

The project makes 1959 biggest year in Camston's history, says president Arnold L. Wigston.

Both short and long term leases will be available in the new office building.

Seaway Tolls Board Named

Members of the Joint Tolls Advisory Board examining tolls on the St. Lawrence Seaway have been announced.

Canadian members: George A. Scott, director of economic policy, Department of Transport, and George H. Schuthe, chief, transportation and trade services division, Department of Trade and Commerce.

U. S. members: E. Reece Harrill, assistant administrator, St. Lawrence Seaway Development Corp., and Dr. Charles A. Taff, professor of transportation, University of Maryland.

Function of the board is to hear complaints relating to interpretation of tariff or tolls or alleged unjust discrimination arising out of operation of the tariff. Board will report findings and recommendations to the St. Lawrence Seaway Authority (Canada) and the Corporation for determination.

Chairmanship of the board rotates each six months. First chairman will be Mr. Scott.

ANNOUNCEMENT

EASTERN TRUST DIRECTOR

T. A. CRERAR

Donald McInnes, Q.C., President of The Eastern Trust Company, has announced the election of the Hon. T. A. Crerar, P.C., of Winnipeg, Manitoba, to the Board of Directors of the Company and as Chairman of its Winnipeg Advisory Board.

Senator Crerar has been a member of the Canadian Senate since 1945 and is a Director of Algoma Steel Corp. Ltd., Canada Steamship Lines Ltd., Great-West Assurance Co. and Modern Dairies Ltd.

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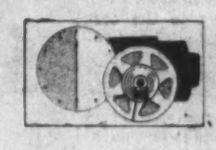

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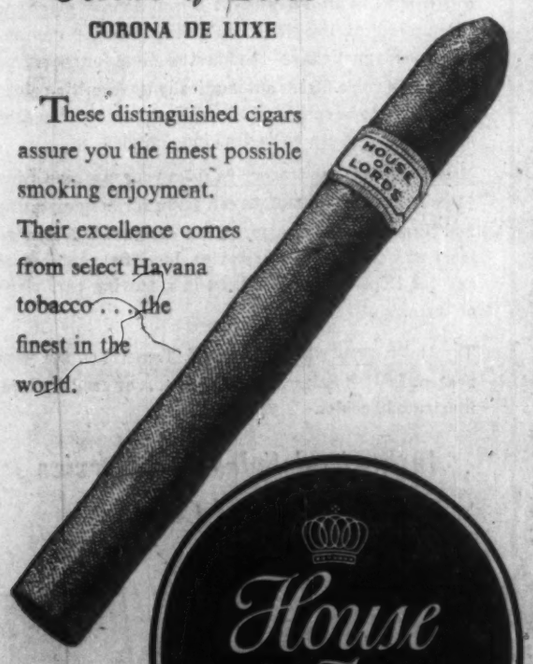

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IN WINNIPEG

Urge Downtown City Hall To Stop Area Deterioration

From Our Own Correspondent

WINNIPEG — Public opinion on its second thought may reverse its decision of two years ago to locate Winnipeg's new city hall on a government-donated site on Broadway opposite the Legislative Building.

For the past year and a half the question has been tossed around by the city council with no final decision.

Six firms of architects, finalists in a nation-wide competition, are preparing plans and specifications for a building on a location which may never be used.

Early this month there came more uncertainty:

The Downtown Business Association, which represents the city's business and commercial interests, came out strongly against the Broadway location.

The Association made it clear it would prefer a new city hall, if one is to be built, on or near the Main St. location of the old one.

Reason: It would stimulate rehabilitation of a part of the city which otherwise might deteriorate.

The province's offer of the Broadway property was made by the former Campbell government to former mayor George Sharpe who was then defeated in a re-election try by present mayor Stephen Juba.

The next year Mayor Juba put a question to the electorate: Would they like the new city hall on Broadway or on the old Main St. location?

At the same time an incidental ballot asked for approval of a $6 million bylaw to build it.

The ratepayers were cagey about money bylaws and, shrewdly guessing the public wouldn't declare for one of the two locations and not support the bylaw, Mayor Juba proved right.

The voters said they preferred Broadway and approved the bylaw.

In the meantime the Campbell government which made the offer in the first instance has been replaced.

The new government headed by Premier Duff Roblin would prefer not to have the city hall on Broadway.

One reason is that with the new Great-West Life Assurance building across the street on the west and a new $6 million government administration building under construction on the north, a new city hall would create a tremendous traffic snarl.

The government would like to clear the Memorial Blvd. approach from the north, demolishing unsightly buildings on one side and converting the area into a park.

At the same time the Roblin government doesn't intend to renege on the offer of its predecessor.

If the city of Winnipeg insists, it will get the Broadway location.

One clause in the original offer still stands: That a new building in design and structure would have to be acceptable to the government.

Another point is that Winnipeg is on the verge of merging with its suburbs with a central government for all the metropolitan area. This might have a bearing on size and design.

Thus the city hall question continues in a state of anxiety and uncertainty, but with an increasingly stronger opinion that the referendum decision of two years ago should be rescinded.

Bowater Paper Sales Up 6%, Profit Off 2%

MONTREAL (Staff) — Consolidated profit of **Bowater Paper Corp.** for six months ended June 30 was $8,857,000 or 2.6% lower than $9,097,000 in first-half 1958.

Bowater is the British-controlled international pulp and paper organization with large interests in both Canada and the U. S. Figures are converted at $2.80 to the pound sterling and rounded out.

Balance of profits attributable to the corporation (after dividends on preference capital of subsidiaries and deducting a portion of profits attributable to minority interests) was $7,311,000 compared with $7,638,000 in corresponding 1958.

Sales in the six months were $154.5 million this year, up 6% from $146 million a year ago; trading surplus was $25.4 million compared with $24.6 million.

It was announced that directors had decided on an interim common dividend equal to about 14c a share. Last year: equivalent of 12½c.

Subject to adverse effects of the U. K. printing strike, company expects full-year results to be similar to those in 1958, when profit attributable to the corporation was $16.3 million compared with $14.9 million in 1957.

Chairman Sir Eric Vansittart Bowater said company's North American mills are sharing in the improved U. S. newsprint market. The Corner Brook, Nfld., operation had improved particularly, being able to return to full-time operation.

Conference Seeks Trade Standards

Safety helmets and underwater swimming equipment were among products discussed at the 4th Commonwealth Standards Conference in Ottawa last week.

The Conference attempts to align standards between the Commonwealth countries to get freer trade and cheaper goods.

Standardization of sizes and quality, for instance, removes obstacles between the buyer and seller by making the product more acceptable to the buyer.

Host to the conference was the Canadian Standards Association. Delegates represented India, Pakistan, New Zealand, Australia, South Africa, the U. K., and Canada.

Technical sessions were held on steel, air receivers and cranes. Papers were delivered on interchangeable equipment for air and road ambulances, the Canadian Welding Bureau, and modular coordination in building.

Industrial Accident Rate Brings Probe in Manitoba

From Our Own Correspondent

WINNIPEG—Manitoba's labor minister John Thompson has asked the accident prevention board of his department to come up with an explanation of the progressive increase in industrial accidents in 1959.

The number in July was 50% more than in February.

On the employment rolls the two months may not be fairly comparable, but throughout the year the accident frequency has been going up steadily.

In the classifications under which they are reported, there were 1,234 in February, 1,862 in July, in the latter month two every working hour.

One third of them resulted in lost time and nearly all required some form of medical aid.

Large industrial plants in the province are comparatively accident free.

Their safety measures meet strict standards imposed and managements are equally strict that employees guard against hazards of their work.

This year the construction industry has accounted for a big part of the increase.

Workmen's compensation claims have mounted with the accident frequency. There were 647 construction accidents in July, 609 in June and 408 in May.

The prevention board probe is to be chiefly fact-finding to pinpoint reasons, such as—

- How much of the increase is because more persons are employed?
- Can any part of it be traced to lack of reasonable preventive measures and protection which should be supplied by employers?
- Are there now employed more persons of higher age limit who are less alert in avoiding hazards?
- What are the danger spots in which there have been a greater number of accidents?
- What proportion of the accident rate is due to carelessness of workers?

Whatever the facts which may be clarified by the investigation, the department feels some action is needed to reduce accident incidence.

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THESE STREET markings in Germany were "poured" into pavement, need no painting, will probably last five years. (See What's New.)

What's New

New products, new uses, new ideas, new money-makers, FP reports them here and invites your contributions. Write to 481 University Ave., Toronto.

WALKING YOUR DOG involve a tug-of-war and tangled leash? A new dog leash that extends and retracts like a coiled telephone cord may ease your struggle. It's available in eight colors.

* * *

MUNICIPAL OFFICIALS take note: Firm claims it can provide traffic marking lines to last over five years under heavy traffic conditions without painting or repainting. The trick: A ½-in. thick layer of white marking asphalt installed flush in black-top or concrete road surfaces.

* * *

YOUR GUEST forget his toothbrush? Give him a disposable plastic one. Already charged with dentifrice, he uses it once and throws it away. Hint: It might make a good give-away item for hotels, motels.

* * *

STACKS OF REPORTS to be bound will dwindle more rapidly with an all-electric machine for binding books with plastic. Manufacturer says it's 60% to 100% faster than a manual operation. You touch a toe pedal to open and close the plastic binding.

* * *

BANG IT WITH LOGS, soak it in oil, dump acids or alkalis on it, land a helicopter on it, and a flooring of the concrete overlay "Duromit" will take it without harm. That's the maker's claim. This flooring, long used in Europe, is now being introduced to Canada.

* * *

HOTEL GUESTS may soon be awakened automatically. Instead of the operator placing an individual call to your room and awaiting a reply, mechanism invented by **New York Telephone Co.** rings up everybody who wants to get up at the same time. When you pick up the telephone, a recorded announcement greets you and gives you the time.

* * *

SQUIRTS MEAN SCAT. Electrically-operated device automatically sprays insectide into your house at 15-min. intervals. Firm says the wall-installed squirter keeps bugs away 24 hours a day.

* * *

NEW LITERATURE: Towmotor Corp., Cleveland, Ohio, has 24-page booklet on its fork lift trucks . . . Catalogue describing a new type of die base for hole punching units from **Strippit Tool & Machine Co.,** Brampton, Ont. . . . Booklet for truck operator planning to buy new equipment from **International Harvester Co. of Canada,** Hamilton . . . Catalogue of graph sheets produced by **Canadian Charts & Supplies Ltd.,** Oakville, Ont. . . . **General Motors Diesel Ltd.,** London, Ont., has 24-page brochure about its 20-hp to 1,650-hp diesel engines . . .

What the Man Said:

"The quality of medical care is threatened by two major hazards . . ."

DEAN J. WENDELL MACLEOD, College of Medicine, University of Saskatchewan, Saskatoon, at the second world congress on medical education in Chicago this month:

"On the North American continent, many would agree that the quality of medical care is threatened by two major hazards.

"One is the overly technical approach to the problems of the sick person — an understandable consequence of the introduction of a vast array of complicated techniques.

"The fault is not the doctor's alone; in our technological culture the laying on of healing hands has been replaced by instrumentation.

MACLEOD

"Large sections of our people clamor excessively for x-ray examinations, chemical tests and surgical procedures.

"Confidence in the healing power of nature has been displaced by undue dependence upon the popular drugs of the moment, e.g. vitamins, antibiotics, hormones and tranquilizers.

"The second hazard is the recrudescence even in respectable medical circles of preoccupation with the financial aspects of medicine.

"Factors contributing to this would include such varied ones as:

- "Our postwar economic prosperity with its emphasis on dollar success.
- "Our naïve but still prevalent faith in the adequacy under all circumstances of the fee-for-service method of paying the doctor.
- "Our experience only recently with prepayment insurance plans which demand the formulation of tariffs or scales of fees and focus further attention on the dollar value of each type of medical service.
- The high cost of medical education which favors the admission of students from commercially oriented backgrounds and handicaps those from homes in which idealistic or humane interests predominate.

"These factors affect the practice of medical specialties, and practice tends to be reflected in teaching.

"The best specialist teachers have overcome in their own work the hazard of technical and mercenary influence.

"Their scholarly interest in medicine as a whole and their sensitive understanding of human nature ensure that their treatment of patients and their teaching of students are in the best tradition of comprehensive medicine.

"On the other hand, too many specialists even on medical faculties have had a narrow view of medicine, and either limited understanding of people or failure to apply their psychological understanding to the problems of their patients.

"The personality of scientists has received some attention of late, but there has been too little study of what stimulates medical graduates to pursue various kinds of professional work.

"It is likely, however, that most specialties attract a certain number of basically insecure individuals who cannot face the rough and tumble of wider fields.

"Their own difficulties may prevent their coping with the emotional problems of their patients.

"Fortunately, the specialties do attract their share of mentally healthy, scientifically active men and women with a genuine interest in students and greater potential for leadership in medical education than we often allow them."

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In the opinion of Counsel, these First Mortgage Bonds, 6% Series H will be investments in which the Canadian and British Insurance Companies Act states that companies registered under Part III thereof may invest their funds without availing themselves of the provisions of subsection (4) of Section 63 of said Act.

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Lobster 'War' Gets Hot Again In Maritimes

That "short" lobster in your favorite restaurant was probably smuggled out of New Brunswick in an atmosphere of gunfire, slugging and bitter secrecy . . .

From Our Own Correspondent

SAINT JOHN — Watch for more violence in East Coast fishing communities before federal authorities get illegal trapping under control and thus win Canada's lobster "war".

An uneasy truce along the shorelines recently was broken by violence at Pugwash, N.S.

In a 3 a.m. attack, the fisheries patrol cutter Lacona was set afire. A heavy rock was thrown through the wheelhouse as the craft lay at a dock. RCMP are investigating.

Thus began another chapter in a violence-scarred saga.

The crack of rifle fire across fog-shrouded inlets; the roar of shotguns and the thunder of heavily-laden bootleg trucks through night are part and parcel of the multi-million dollar lobster industry.

The attack on the Lacona broke a calm of several weeks since police made mass raids on so-called "kitchen canneries" in Prince Edward Island fishing villages.

Illegal lobsters for the most part move through New Brunswick to market.

So-called "shorts" can be bought in restaurants in Toronto, Montreal and Boston quite openly.

When customers ask for lobster they seldom question the size or origin of the delicacy.

Lobster is a luxury food. The retail price can, and does, hit the stratosphere — it reached $6.50 lb. in Boston earlier this year.

Markets are widening. New Brunswick lobster is flown to the gourmets of Europe — particularly in Brussels.

New packaging techniques for live lobster are expected to increase further the effective selling range.

Maritime lobstermen get, on average, more than $12 million a year for their catch.

The shellfish are taken all around the rocky coasts and new grounds are now and then discovered.

Retailed — live, canned, fresh-cooked, as lobster paste or in cold pack — the value of the catch is at least doubled.

Probably no one knows just how many lobsters come out of the sea each year in the Maritimes.

For example, in the nine months April-September 1958, fisheries officers seized and destroyed 15,000 illegal traps in New Brunswick and Prince Edward Island alone.

Poaching is big business.

Lobster running is the present-day direct descendant of rum-running tradition of the Maritimes a generation ago.

And specific information is hard to get. Those involved are close-mouthed.

Fisheries authorities are trying to make conservationists out of rugged individualists who, in many cases, believe in harvesting as much as possible while the opportunity affords.

That "few" mentioned by the fisheries minister, aim to run truckloads of succulent and illegal "shorts" over the line into Maine and thence into the bottomless U. S. market. Or, in some cases, into Ontario.

Last year, by actual count, fisheries officials seized 29,000 illegal lobsters — a tiny portion of the total take.

Lobstermen paid only $2,300 in fines — and some officials claim that bigger fines are all that will finally bring the bootlegging under control.

"The fine doesn't amount to much more than a nominal license," one man in the trade contends.

Toughest coasts for the protection officers are the eastern shores of New Brunswick and a part of Prince Edward Island.

Not long ago Dr. A. L. Pritchard, chief conservation officer for the federal department, pointed out that in one out of every 10 attempts at enforcement, officers may be faced with violence.

Some recent instances:

- **A New Brunswick officer came under rifle fire** while driving his car.
- **An officer** was fired upon with a shotgun.
- **A patrol boat** was fired on, missed.
- **Another patrol boat** reached shore pocked with bullet holes.

R. C. Collette, recently retired protection officer on the north shore, tells of a lobsterman pulling a knife on an officer.

He recalls another officer being hit on the head with a shovel while investigating a lobsterboat.

A hint of tougher practices on the part of law enforcement officials comes from the fisheries minister.

Commenting on acts of violence he said: "Such attempts to obstruct or intimidate law enforcement officers show no regard for life and property and will not be tolerated."

Under the law it is possible to impose fines of up to $1,000. This may be in the offing.

Collette says that the bootlegging lobstermen are not handicapped in the battle of wits and boats with enforcement officers.

They use fast motor launches that can often outrun anything on the water.

And their tight-mouthed relatives and friends in the villages will seldom drop a hint to an outsider, even though kitchen canneries may be running in every second house and trucks may be loading nightly for distant destinations.

According to W. A. Brody of Cape Tormentine, president of the Fish Packers' Association, the illegal actions have brought the industry to a "chaotic condition and in serious trouble."

Recently one lobster runner was caught with over half a ton of shellfish. Another, intercepted at the same time had nearly as large a load.

In the largest reported seizure of recent months — other than the spectacular raids on kitchen canneries in Prince Edward Island — RCMP stopped a truck with almost a ton of illegal lobster aboard near Newcastle, N.B.

Fortunately for the industry a majority of lobstermen appear to understand that the fisheries cannot be bled dry and remain prosperous.

A "public opinion" in the villages is growing that may in time bring corrective social pressures to cut down on poaching.

Fine Paper Production Increases 9.2% on Year

Canadian fine paper production in July increased by 7.4% as compared with a year ago. Output for the year to date is up 9.2%.

Shipments to Canadian consumers were higher both in July and the first seven months this year, while exports were lower in July and higher in the seven months.

Exports account for some 6% of all shipments.

Here is the record to date as reported by the Canadian Pulp & Paper Association:

	July 1959 (Tons)	July 1958 (Tons)	% Change	Year to date 1959 (Tons)	Year to date 1958 (Tons)	% Change
Production	22,845	21,276	+7.4	164,325	150,561	+9.2
Domestic shipments	20,073	18,553	+8.2	150,003	140,029	+7.1
Export	1,375	1,429	—3.8	9,747	9,071	+7.5

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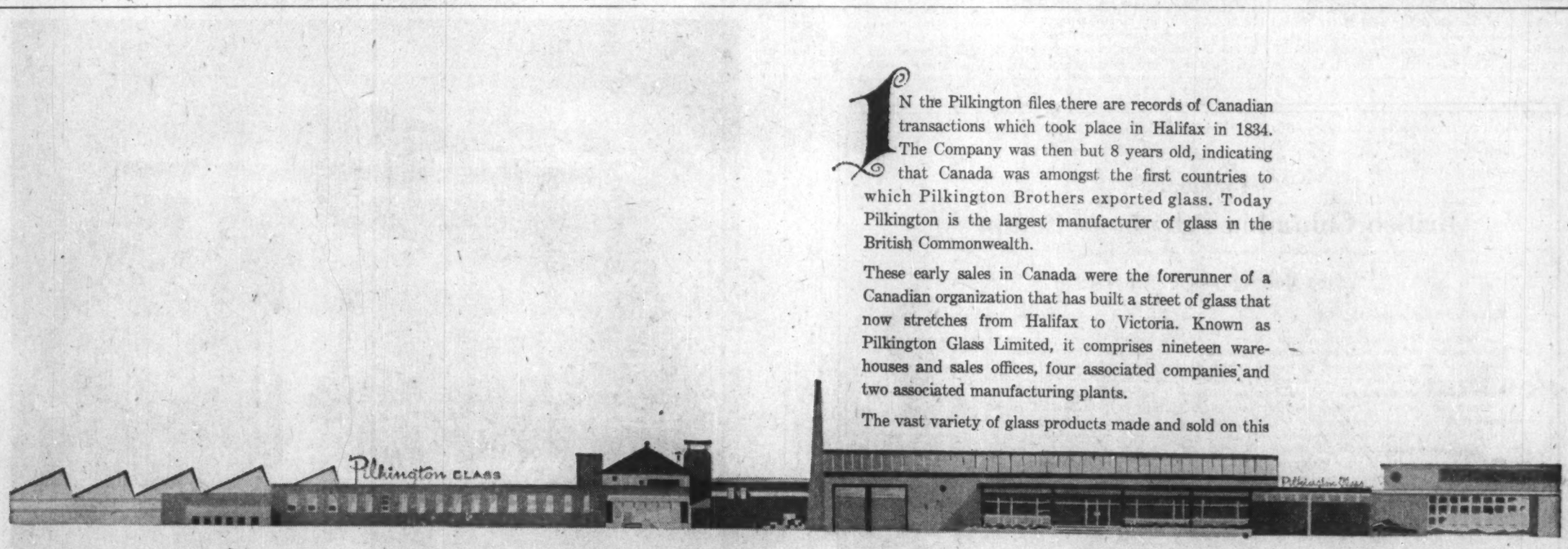

IN the Pilkington files there are records of Canadian transactions which took place in Halifax in 1834. The Company was then but 8 years old, indicating that Canada was amongst the first countries to which Pilkington Brothers exported glass. Today Pilkington is the largest manufacturer of glass in the British Commonwealth.

These early sales in Canada were the forerunner of a Canadian organization that has built a street of glass that now stretches from Halifax to Victoria. Known as Pilkington Glass Limited, it comprises nineteen warehouses and sales offices, four associated companies and two associated manufacturing plants.

The vast variety of glass products made and sold on this

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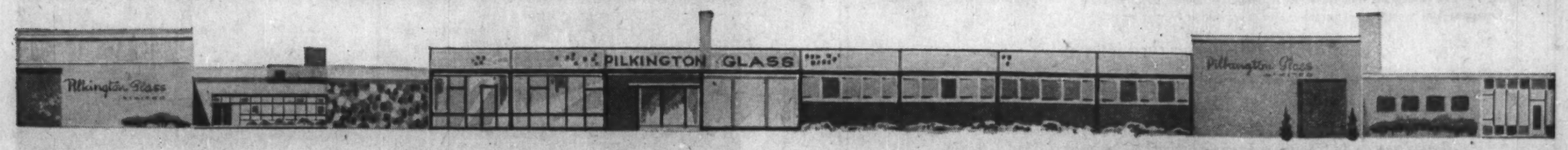

street are among the finest of their kind. Because of their exceptional quality they are in constant demand. And, it is because of the inborn Canadian demand for quality that Pilkington has grown from a handful of pioneer sales agents to a nation-wide street of glass.

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Bruce Hutchison Writes

Can Canada Stay Alive In Spite of Canadians?

BRUCE HUTCHISON

The little unknown people of Canada don't think as they are supposed to think and often don't understand the most obvious facts.

"It is a manifest impossibility to keep a democratic state going for a single day, but we do it somehow, year in and year out . . ."

By BRUCE HUTCHISON

FAR FROM the big towns and the main roads, up in the high places of the continental divide and in many a lost Prairie ranch house, I have been making my annual survey of the Canadian mind.

This is not an easy thing to do.

Such surveys have invariably baffled the best observers, are beyond the grasp of economists and perhaps can be conducted only by men like Mr. Diefenbaker who operate mainly on instinct.

While I have none of this instinct, which is the ultimate secret of statesmanship, in great affairs, I can keep my ears open and hear, now and then, the still, sad music of humanity, Canadian version.

This music startles the listener when he has been long immersed in the city's daily grind, for it is always quite different from the monotonous official tune played in Parliament, the market place and the headlines.

To be sure, my cross-section of the Canadian mind was very small and, in one sense, not widely representative. But in another sense it was highly typical.

It reminded me again, after a year's absence, of a primary, universal fact:

Namely, that the little, unknown people of Canada don't think as they are supposed to think and often don't understand the most obvious facts, as endlessly dinned into their ears by the statesmen and the press.

The gap between the government and the governed appears, once you are out in the open, as vast as the Rockies, where we reeled, on horseback, under the maniac wind's eternal howl and the windigo's scream in the pines.

And that gap, that breakdown in communication, is the central dilemma of democracy.

For example, around our camp fire one night, hard by a chilly glacier, the talk of the packers and horse wranglers turned earnestly to the problem of high interest rates.

They had been falling a little in our absence but we knew nothing about that, of course, having left the tidy world of commerce far behind.

Still, interest rates concerned these poor, simple and excellent men, all of them as skilled at their trade as the governor of the central bank is at his.

Why, they asked themselves, was money tight, expensive and hard to borrow at the village bank for their occasional needs?

The answer was clear to all.

For ruthless, greedy reasons, it seemed to them, the banks were cutting down their loans.

The usurers of the heartless Money Power were sweating more profits out of the public.

No use to argue that money was tight because it was scarce in relation to demand, no point in trying to explain the banking system, or the ready rising at that moment, along with the cost-of-living index.

So I sat shivering and listening, and I wished that some men like Messrs. Diefenbaker, Pearson and Coyne were beside me at the fire to see how all their explanations and exhortations are often wasted on the common man, lost on the gales of the mountains and the plains.

In great affairs the nation uses one alphabet, but speaks two different languages.

Yet the central question of democracy glowed as clearly here as our single fire in the boundless dark.

How are the collective facts of government, even the relatively simple facts of money, to be conveyed to the sovereign people who finally decide everything?

When, if ever, is public knowledge to catch up with the furious momentum of events?

Again, in a lonely foothills cabin, I conceived a warm sympathy for Mr. Diefenbaker as the talk of cattlemen turned to the tariff, that old, reliable catalyst of Canadian politics.

These men were selling cattle at dizzy prices, some 500% above the pre-war price, but they were gravely alarmed.

They had sent a delegation to Ottawa protesting against the importation of New Zealand lamb which, they explained, would compete with their beef and maybe depress its price a little.

In the next breath, however, they declared that Canadian tariffs were generally too high and unnecessarily raised the cost of everything they bought, from saddles to machinery.

It was outrageous, they agreed, that a man could drive across the boundary, a few miles away, and buy an American saddle at a saving of almost $100. The price of Canadian machinery and household gadgets was still worse.

Foreign meat coming into Canada and threatening beef prices was another matter entirely.

The cattle men denounced these imports even though their own prosperity is built largely on foreign trade.

One of the ranchers compounded the paradox by displaying a Japanese shirt that he had just bought at a bargain and condemned the Canadian government for restricting these cheap imports.

Above all, the caucus in the ranch kitchen condemned the labor unions for raising the cost of everything, but beef prices, of course, must remain high for the good of the nation.

How, I wondered, does a man like Mr. Diefenbaker compromise these rival claims and countless others of the same sort throughout this diverse land?

How, indeed, does a nation continue to survive them?

As a U. S. statesman once remarked, it is a manifest impossibility to keep a democratic state going for a single day, but we do it somehow, year in and year out, mostly by a kind of organized confusion and official double-talk, the use of lofty slogans when the facts are too difficult to face.

As we thus pondered in the kitchen and contributed our mite to the liquor revenues of the Alberta government, big trucks rolled through the night on a newly-graveled road which, only a year ago, was a quagmire of gumbo.

The cattle men were used to this invasion of their long privacy and paid no attention to it.

While they debated the economic system as a process unrecognizable to any economist, the oil and gas companies were going ahead with their mysterious seismographic explosions and borings deep within the Rockies, often through pinnacles thousands of feet above the plains.

Not far off they had built the huge gas refinery of Pincher Creek (we had seen its metallic glitter from the top of the continent's bristling spine) and they were preparing to move the deposits of Alberta's prehistoric jungles down to California as soon as the government would let them.

Confused in the mind of the common man, and often distorted by politicians, the economic system moved on, mainly because a few uncommon men could see further than next week-end and knew that Alberta's treasure would be saleable some day.

Most of the men I encountered in this worm's eye view of one corner of a sprawling nation had worked for the oil and gas companies at one time or another, building refineries, pipelines and roads.

The big construction boom had almost denuded the ranches of cowboys, but it had paused until the government made up its mind about gas exports.

Many of the ranch hands, back at their old jobs, were only waiting for another boom to start and none doubted that it would start soon.

Meanwhile they cursed the government, the Borden commission, the labor unions and society in general, but I noticed that two men were usually exempt from serious criticism.

Mr. Diefenbaker and Mr. Pearson seem to enjoy an extraordinary respect among the common men, though their policies are little understood.

Their parties are often distrusted but these leaders (as if they were immaculately set apart from sordid politics) were regarded as exceedingly "smart", the highest adjective of commendation at the grass roots.

In the curious cement of politics, a personality is usually stronger than a policy.

Another familiar national problem emerged, in the worm's eye view, as we left our horses and drove across the line.

Why, everyone is asking, does our tourist trade with the U. S. end every year in a net deficit?

Doubtless there are many reasons, but one of them strikes the traveler as soon as he enters an American restaurant, even in the smallest, down-at-heel town.

The food there will almost always be good, but a few miles to the northward the food in any Canadian restaurant will almost always be bad, frequently inedible.

The Canadian scenery, roads and game are fine, an American hunter told me on his way north, but with the best wheat, meat and vegetables in the world Canada seems unable to cook a decent diet.

If it weren't for the big game of the mountains and the ducks of the Canadian prairies, the American said, he would never think of crossing the border since he must suffer hunger or indigestion until he recrossed it.

As a tourist's paradise, what Canada needs is not a good 5c cigar but a tolerable meal for a couple of dollars.

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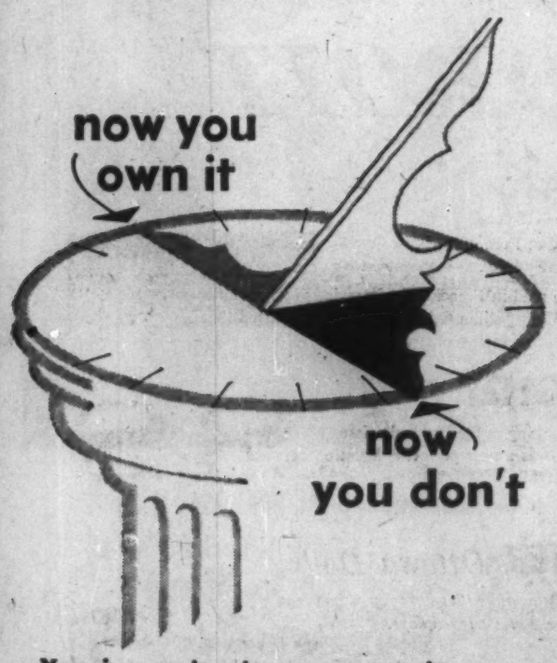

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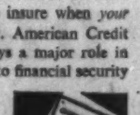

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Letter from London

Unless there's a hidden tide, the Tories should come back with a majority of 40-60 . . .

By ADELPHI

UNLESS rain comes soon the people of Britain, and not only the agriculturists, will break into lamentations.

Day after day the sun beats upon the soil that has turned into granite.

The golfer is unable to hit the bottom of the ball, the cinemas are doing badly and only the smash hits are keeping the theatre going.

* * *

President Eisenhower scored a personal triumph with his smile and his air of simple integrity.

With so much amiability in the air, it seems ungracious to suggest that there is a limit to the charm and usefulness of an unscripted television chat between the political heads of two great nations.

It is true that "Harold" and "Ike" were war comrades against Hitler's Germany but their television talk at No. 10 Downing St. was so friendly and intimate that we felt as if we were eavesdropping.

Nor can it be denied that the eloquence of these two statesmen of the West fell somewhat below the mighty Pericles whose speech in the square of Athens still thunders down the ages.

* * *

It would be unfair and untrue to suggest that the President's visit was timed to influence the British general election which is to be held Oct. 8, but the whole thing cannot fail to give aid and comfort to the Tories.

Unless there is a deep hidden tide which is indiscernible the Tories should be returned with a majority of 40 to 60 seats.

The one factor that worries Macmillan is the Liberal vote in constituencies where there is no Liberal candidate

Although only a handful of Liberals will be returned to Westminster, the Liberal vote in a straight fight between the Tory and the Socialist may swing against Macmillan.

* * *

It would be quite wrong to assume that Macmillan's thoughts are confined to Anglo-American amity and the imminence of the general election.

All is not well in the Communist world, and western leaders are busy studying and assessing the portents.

India is deeply perturbed by the machinations and movements of Communist China. In fact Mr. Nehru, who rejoiced when China went Communist, is having second thoughts.

What is Mao Tse Tung planning on India's northern borders? Can it be possible that China is contemplating a full scale invasion of India despite the fact that Nehru has always been a source of solace and encouragement to the yellow dragon?

In London it is believed that the whole thing is a strategic and political move toward an enforced blending of "The Five Colors," the five being China, Tibet, Nepal, Sikkim and Bhutan.

Tibet has already been absorbed and the Chinese are now starting a relentless propaganda campaign for bringing under their influence the three states on India's northern border.

Disturbing as these movements must be to the British Government there is no reason to feel sorry for Pundit Nehru.

When he won independence for India he threw away the shield that Britain supplied.

He is the mystic who made a mistake, the emotionalist who disregarded the facts of life.

Having freed India from the benevolent imperialism of Great Britain, he is now facing the threat of imperialist Communism.

* * *

What does Mr. Khrushchev think of all this?

Whatever else the Russian dictator may or may not be, he is not a fool.

He is painfully aware that Red China with its teeming millions of population, is looking avariciously toward the wastes of Siberia.

Hence the proposed summit conference with the western powers.

Why is Mr. Khrushchev being so reasonable about Germany? Why has he stopped boasting about his atomic leadership?

The answer is simple.

Mr. Khrushchev is looking to the U.S., Britain and France to save him from the imperialism of Communist China.

Nationalism has split the Communist world in two. No wonder Japan is looking at the whole thing with keen, calculating eyes.

Right or wrong that is the opinion of western statesmen. who have deep knowledge and no illusions.

The sweet harmony of the Communist world is changing to strident discord. Paradoxically the sun is rising in the West.

Silknit Buys Riverside Unit

Expanded activities in the production and development of fabrics are planned by **Silknit Ltd.**, Toronto, following purchase of the fabric division of **Riverside Silk Mills** in Galt, Ont.

Operations will be continued at the Galt premises of Riverside, which will manufacture for Silknit. The division will be incorporated as a separate company by Silknit.

Price of the transaction was not disclosed.

Products are sold under the trade names of Rivolene and Luxura. Exclusive Canadian rights are held for the production of Vocama fabrics and Tycora, a modified filament yarn.

Proceeds of the sale will be used by Riverside for further expansion of its yarns division and for more rapid development of new types of modified synthetic yarns.

Riverside's sales have increased from $1.3 million in 1956 to an annual rate of approximately $3 million this year.

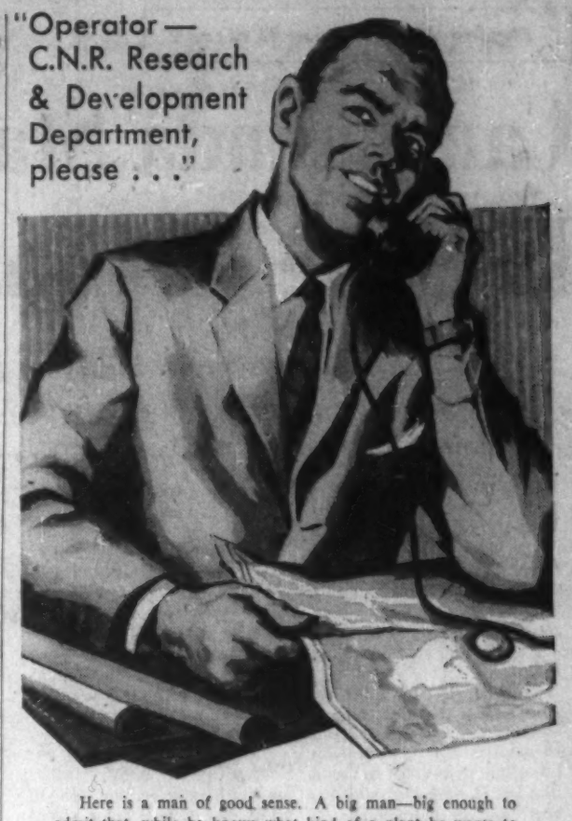
On sales of $2.2 million in 1958, net profit was $13,241 (44c per class A share).

Silknit, which does not report sales, earned $258,938 or $3.46 per common share in 1958.

STELCO SCHOLARSHIPS

Steel Co. of Canada has awarded four scholarships with a total value of $9,600 to Hamilton and district high school students who will major at university in engineering, science, business administration or commerce. The scholarship winners also are offered summer jobs.

"Operator — C.N.R. Research & Development Department, please . . ."



Here is a man of good sense. A big man—big enough to admit that, while he knows what kind of a plant he wants to build, it is worth while comparing notes on the important matter of where it should be located to achieve the best results.

Sound industrial placement involves a type of economic analysis with which our Development Branch is familiar. Be sure to consult them, however, in the early stages of your planning. You incur no obligation whatever.

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French Speaking Ottawa Reads LE DROIT

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A recent Gruneau survey shows that 84% of French speaking Ottawa respondents interviewed receive and *read* LE DROIT regularly.

87% of respondents interviewed prefer to read in French. The interviews included all age groups and every economic level in Metropolitan Ottawa. The survey proved that *all* the family reads LE DROIT . . . whether a family of two or a family of nine.

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Of those interviewed, 85% had read something in the particular issue of LE DROIT chosen for the survey. There was a near-perfect correlation between *receiving* and having *read* part of LE DROIT.

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YOUR TAXES

An exclusive FP column of comment on the trends in personal and business taxation.

How New Sales Tax Rules Affect Wholesaler Business

By JOHN G. McDONALD, LL.M.
McCarthy & McCarthy, Toronto

A MONTREAL reader has requested clarification of our comment on the new "Circular ET 1" sales tax regulations (**FP**, July 25).

We remarked that "established wholesale price is the price charged to independent wholesalers, or the price charged to the largest independent wholesale customer, if such sales amount to at least 15% of dollar volume".

Our correspondent raises two questions:

1. **How does this differ** from former practice? and

2. **Does the rule affect the tax base** on sales to wholesalers?

The answers are:

1. Although the terms used in the new directive are new, **the discount system is basically unchanged.** The former "wholesale value" and the new "established wholesale price" are synonymous.

In a recent release, the **Canadian Manufacturers' Association** comments as follows:

"It is important to note that in order to establish a wholesale price for tax computation, a manufacturer must regularly sell his taxable goods of like quality, quantity, value and packaging to **two or more** bona fide independent wholesalers, **and** these sales during the preceding 12 months must have represented **at least 15%** of the total dollar volume of his sales of the goods during that period.

"Furthermore, having met the above requirements, where he sells the goods to wholesalers in more than one zone or territory, at prices that vary from one zone or territory to another, it is not necessary that he must sell to more than one independent bona fide wholesaler in each zone or territory, nor that he must sell in "representative quantities" to wholesalers in each zone or territory, in order to establish a wholesale price for tax computation on sales to retailers and others in any zone or territory in which he sells to a wholesaler or wholesalers."

In the past, we believe, "representative quantities" fluctuated between 15% and 20% from company to company.

Tax Sale Price To Wholesalers

2. **Sales to independent wholesalers are taxable on the actual sale price.** There is no discount. Our comments have been confined to the determination of the tax base on sales to retailers and users.

New sub-section (3) of Section 21 of ET 1, which reflects departmental practice of recent months, prevents a manufacturer from using his price to distributors or his lowest price to wholesalers as his value for tax purposes on sales to other wholesalers at higher prices:

S. 21(3) — On all direct sales of his taxable goods to **bona fide** independent distributors and to **bona fide** independent wholesalers the tax is payable by the manufacturer on the sale price, notwithstanding any other provision of this Regulation.

To use the words of the earlier directive:

"It is only when determining the established wholesale price on which the manufacturer accounts for the sales tax on sales to dealers that the question of at which of the discounts the greater or greatest volume of sales are made is taken into consideration."

Howard Perrigo of the Canadian Manufacturers' Association, who is probably one of the best-informed authorities on this subject outside government circles, has drawn our attention to CMA Circular 3099, Aug. 19, 1959, which provides a detailed summary of the changes made by ET 1.

Tax Dept. Discretion Exception, Not Rule

It is only when there are no wholesale sales in representative quantities that the tax base may specifically be determined by the Customs & Excise Division of the Department.

An official commentator has asked us to make it clear that **"to maintain uniformity, the incidence of the tax is established by the Department's administrative branch at Ottawa". Determinations of the wholesale value are no made in the field.**

This source also reminds us that "there are, at present, approximately 30 circulars (formerly 'C' circulars, now 'ET' circulars) which determine the value for tax including a value where the firm does not sell in representative quantities to wholesalers.

"If a taxpayer is engaged in producing goods covered by one of these circulars, he is not required to submit his case for individual determination."

New Saint John Shopping Centre Gets Under Way

From Our Own Correspondent

SAINT JOHN — Construction has begun on the long-awaited **Cemp Investment Ltd.** $2 million shopping centre (**FP**, May 23) in Saint John's rapidly-growing North End. Site of the reported 24-store centre is the former Shamrock Park.

About 40% of the city's population is within a short distance of the site.

The projected by-pass highway to avoid downtown Saint John will be 1 mi. away with good connecting routes.

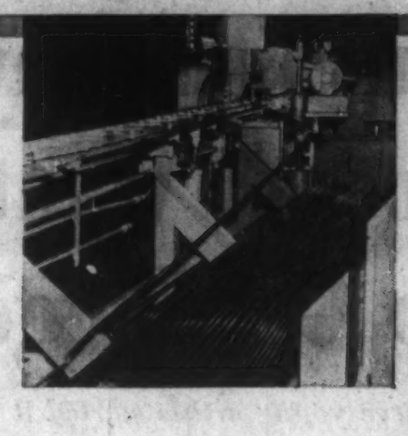
Adjoining the site is a **Simpsons-Sears** outlet and **Sobey's Ltd.**, with parking for nearly 1,000 cars. A parking lot of the same capacity will serve the new centre.

Uptown merchants have been watching closely as plans for the development have unfolded. Stepped-up pressure has been launched to obtain more city-centre parking and a heavy co-operative advertising promotion campaign has been carried on for many months.

Cadillac Contracting (1959) Ltd. will build the Cemp centre.

The list of occupant firms has not yet been released.

ACROSS THE FINISH LINE



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Q

Why does Mack insist on manufacturing all its own major components?

A

To achieve trucks with Balanced Design

Q: Exactly what is Balanced Design in a truck?

A: Balanced Design results when every single major component of a truck is engineered, manufactured and tested to work with every other component as an integrated unit.

Q: Can't every truck manufacturer offer Balanced Design?

A: No, only Mack. For only Mack carries out *integrated manufacture*—that is, Mack designs and makes its own major components. Other truck makers buy some—or all—of the components that they offer . . . and buy them from the same group of suppliers. They use transmissions, clutches, differentials, axles or suspensions—in many cases, even engines—that are made and sold for service in a wide variety of makes and models. In short, their components are not all designed to work together.

Q: How does this affect truck performance?

A: Well, for one thing, with other make trucks, it's only too easy to buy and pay for a so-called "quality" truck and get major components that are also found on less expensive makes. For another, consider this. Transmission suppliers, for example, build their product for a variety of different-type engines, clutches and differentials—each with its own performance characteristics.

Q: Do compromises go into Mack components?

A: None are needed! Mack transmissions have gear ratios designed to match the characteristics of Mack engines. Mack differentials have ratios that work in unison with Mack transmissions. The high initial efficiency of the Mack engine is maintained straight down the power train to the driving wheels. And this lack of "fighting" between parts, of course, is one more reason for the unusually long life of every Mack part.

Q: But in order for Balanced Design to really count, it seems, every Mack component would have to be at least as good as every other one in its class.

A: Correct. And we are sure that every Mack component takes the measure of all others in its class.

Q: But how can Mack do it? After all, a transmission supplier can concentrate on transmissions, while Mack builds an entire truck. Can't the transmission supplier produce comparable units to Mack?

A: Theoretically, perhaps he could. But from an economic standpoint, he has to produce in volume and he has to produce a design that can be used in many different makes of trucks, some costing many hundreds of dollars less than others. But Mack designs and produces its own transmissions for its own vehicles . . . to the highest quality standards in the industry.

Q: Does this apply also to other components, such as engines, clutches, axles, and tandem-drive bogies for six-wheelers?

A: Yes, certainly the same thing applies. Mass component producers cater primarily to the mass producers. Mack concentrates on quality.

Q: Doesn't this affect the price of Mack trucks?

A: Frankly, it does. Macks cost somewhat more to buy. More goes *into* a Mack: more attention, more skill, finer materials, more engineering refinements and closer tolerances. But you get much more *out* of a Mack as a result. So much more, in fact, that the initial price difference comes back many times over during the extra long—down-time-free—mileage life of any Mack truck.

Q: Can that statement be proved?

A: Published figures, in respected fleet magazines, prove it. Month after month, Mack releases operating figures from leading fleets, some with hundreds of Macks in constant operation. These show beyond a doubt that Mack trucks cannot be matched for low fuel consumption, for minimum downtime, for miles before major overhaul, for low maintenance costs, for long mileage life or for sure-fire performance. And Mack sales figures reflect these facts. For example, the whole field of heavy-duty trucking has gone conclusively to diesel power . . . and for over six straight years, Mack has been No. 1—far and away—in the sale of diesel trucks.

Q: But can I afford to own a Mack?

A: Why not ask owners who have standardized on Macks after a close study of the entire market? They'll tell you that the real question is: "Can you afford NOT to own Macks?"

This is the first in a series of frank discussions explaining why only Mack produces vehicles with true Balanced Design and unmatched quality. Mack Trucks of Canada, Ltd., Montreal, Ottawa, Toronto, Winnipeg, Regina. Distributors in other major cities.

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MACK
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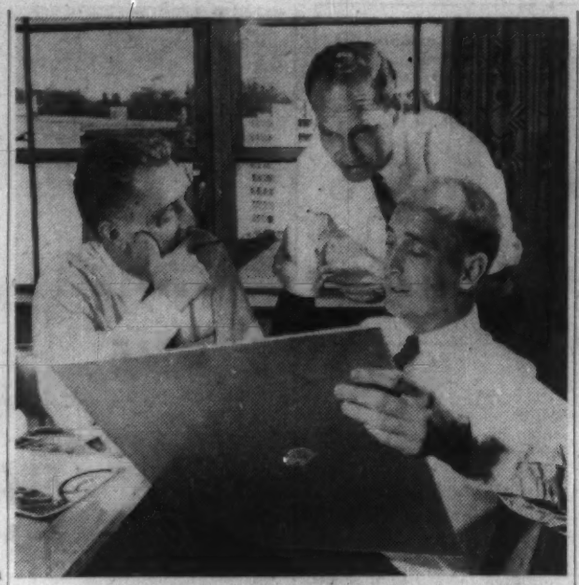
This Company Doesn't Want To Get Bigger

Three young artists started it on $6,000, now do six times the first year's business. Here's why they worry about growing too big . . .



Walter, Collier and Houstoun.

Nine years ago, three young Toronto artists decided they were tired of working for somebody else and opened their own commercial art studio.

"The phone started to ring the day we opened," says Jim Collier, one of the partners of **Art & Design Studios Ltd.** — better known as ADS — "and has never stopped since. We worked overtime the first day we were in business."

The partners, in addition to Mr. Collier, are Donald Mackay (Mac) Houstoun, a member of the Ontario Society of Artists, and Raymond Walters.

Collier is 40; Houstoun is 43; Walters, 33.

They have been friends for years and even the pressures of a high pressure business have not affected their friendship.

They are equal partners. Each has his own specific duties in running the business. Collier supervises sales; Houstoun supervises the artists; Walters is general manager.

ADS started with a staff of three, in addition to the partners. Now, the staff totals 50.

The current volume of business runs about six times the total produced the first year.

The partners estimate that, with the present staff, the firm could gross about $1 million per year "but we haven't hit that figure yet due to the seasonal nature of this business."

ADS was launched with a capital of $6,000. The partners drew no salaries for quite a while, living off their savings.

This, they feel, got them off to a sound beginning, financially, and helped them expand when expansion became necessary.

The partners claim they had no plans to get big "but we were pushed into it." As far as they know, they figure they rank as one of the top four art studios in Canada.

From doing artwork for advertising agencies, ADS drifted into catalogue work, which required expansion into layout and photography departments.

The firm is now equipped to do all phases of artwork. While agencies are still important customers, ADS now has "a good many" direct accounts.

Biggest problem confronted by the partners is the seasonal pattern of work. "When we're at the height of the season," said Collier, "we go crazy. We work overtime for weeks on end. But when it's slow, it's really slow."

But because it's been difficult to organize a good creative staff, ADS has no layoffs during the slow periods.

Nor can the firm build up inventory during these times "because you can't stockpile ideas".

Staffers average over $100 per week, so the drain on the company during the slack seasons is considerable.

However, the firm recently launched Retail Adplan, an advertising copy and mat service for retailers. The partners hope this may help take up some of the slack.

ADS has a good fringe benefits program for its staff. There is a salary continuation plan, to take care of prolonged illnesses, a life insurance plan, as well as hospitalization.

But no one has come up yet with a workable pension plan, according to the partners.

The problem, they say, is that few artists can stand the pressures and be fully productive to the age of 65. So it's no use planning on a traditional retirement program.

Meanwhile, ADS provides the services of an investment consultant free of charge with the hope this will encourage staff members to save for the future.

What of the future?

Houstoun, Collier and Walters are pretty well agreed they don't want the firm to get much bigger than it is now.

"We have to be close to the staff — to work as a team — to get best creative results," they said. "If we get much bigger, we'll just be running a factory. That's no good in this kind of business."

Further, they point out, artists are a sensitive lot. Many are rugged individualists and it's difficult to have them work on an assembly line basis.

"You have to be human relations experts to keep a staff of artists happy," they say. "You can't give raises on grounds of seniority. The artists who make the most are the ones who can contribute the most creatively.

"It's tricky running this kind of operation. That's why we feel we're about the right size now."

Saint John's Big Water Bill Good Price for New Industry

From Our Own Correspondent

SAINT JOHN — Water is big business in Saint John.

Multi-million dollar expenditures for water supply are the price of new industry — which this city has been getting in increasing quantity.

Saint John is just finishing a $1,033,000 water line across the city (original estimate of the cost: $450,000).

By next spring the city must lay out another $3 million — if present estimates are accurate.

At the moment the city system can supply 18 million gal. a day.

The big **Kimberly-Clark-Irving** pulp mill at Lancaster needs 30 million gal. a day to fulfil a contract made by the city.

W. R. Godfrey, consulting engineer of **James E. McLaren Associates,** said that outlays will have to be made to buy up watershed properties, build dams to increase storage and provide throughput to meet the demand. The result will be a 45 million gal. a day capacity.

In the background are further huge demands. Prospect of a start on the big **Rothesay Paper Ltd.,** paper mill on Courtenay Bay is one instance.

Irving Refinery Ltd. originally had asked for 20 million gal. a day for use as a coolant, but has cut back the requirement to 3 million.

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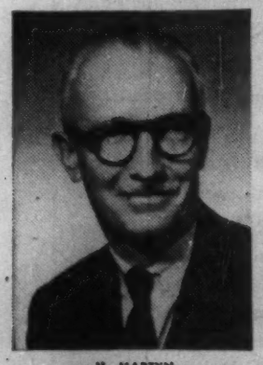

H. MARTYN

The appointment of Mr. Howe Martyn as Vice-President and Director of Marketing has been announced by Mr. E. J. Spence, President of Canadian Food Products Ltd. Mr. Martyn, who has been associated with Lever Brothers and Harold F. Ritchie & Co. Ltd., will guide the marketing and advertising programs of all divisions of the national food organization including Honey Dew and Picardy Coffee Shops, Industrial Food Services, Hunt's and Woman's Bakery.

planning alterations?

Building Managers
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When Julius Caesar planned alterations (usually to someone else's property) he called for a few thousand men and a battering ram. Most building managers today plan quite different types of alterations. Their's is the problem of effecting changes without disruption of tenants' business routine. Many of them know that Black & McDonald has the manpower and experience to carry out any job smoothly and efficiently.

They appreciate, too, the benefit of dealing with one efficient contractor for *all* mechanical trades. In this way they are sure of complete co-ordination, smooth, uninterrupted progress, and on-schedule completion.

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reason 1

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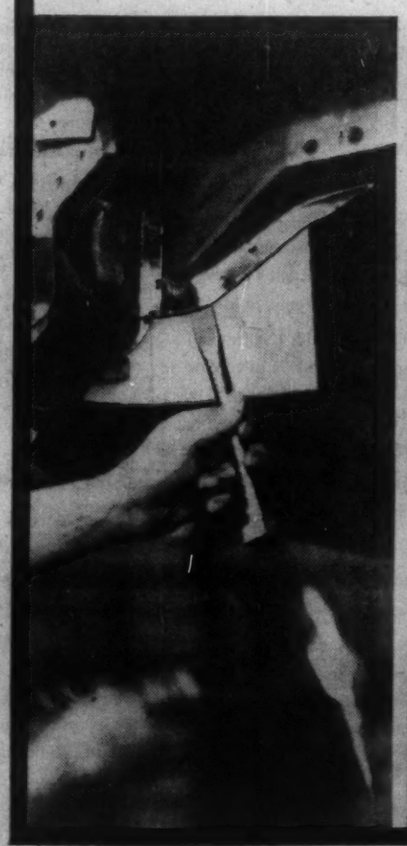
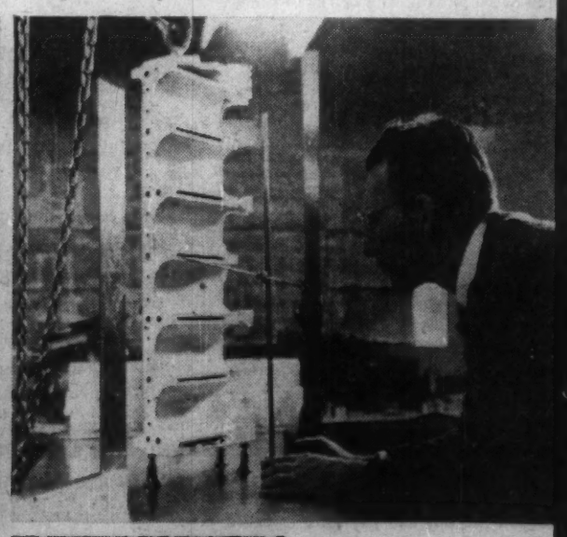
Cab Weld Test—Day-in and day-out, this hammer and chisel are probing spot welds everywhere on the cab, even the unseen, hard-to-get-at spots. Cabs must meet GMC perfection before they are released for mounting on the chassis.

Slicer Test—Periodically, standard production engine blocks and cylinder heads are pulled from the assembly line and sliced into 12 to 15 sections. Water jackets and passages, cylinders, supporting members and the like are all accurately checked to make sure they meet rigid blueprint specifications . . . make sure GMC Truck engines are rugged enough to stand up under the most extreme conditions.





Clutch Spin Test—Truck parts in this phase of the GMC quality-control programme are subjected to conditions far beyond those experienced by truck owners. This is where we try to make parts break by spinning them until they fly into pieces. Then we find out why . . . and correct it.

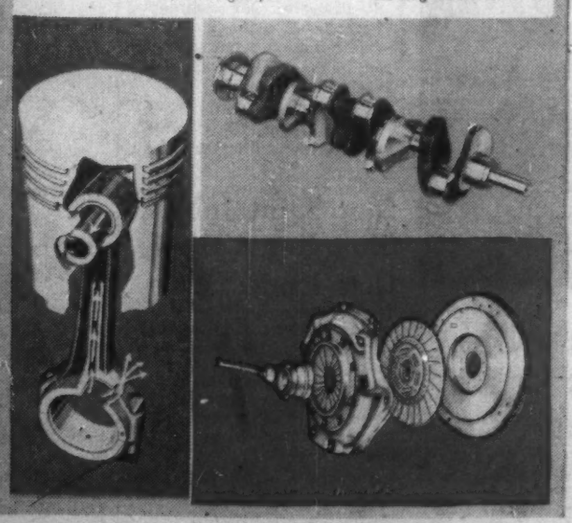
reason 2

GMC Trucks have extra long life built-in throughout—and it's standard. Take GMC engines for example—

Pistons are weight-controlled for balanced power. All parts precision machined to close tolerances for long life, sturdy service. Bearings last many times longer than others.

(Upper) forged crankshafts in all thrifty GMC engines have extremely hard long-lasting bearing surfaces and softer cores for extra high torsional rigidity.

GMC's higher capacity clutch is truck built . . . designed to handle the powerful low-speed torque of both V8 and 6-cylinder GMC engines. Engages smoothly and securely for long-life service.



reason 3

Your GMC Dealer's big parts stocks and factory-trained service eliminate costly delays and unnecessary down-time. Another time and money-saving GMC advantage—*one* warranty covers the complete truck, *both* chassis and engine.

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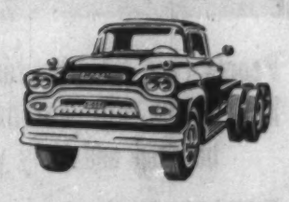

GMC builds the biggest selection of six wheelers, including the lowest-priced model in the 36,000 GVW class. The most complete choice of components makes it easy to have a job engineered GMC.

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They Lead Charity Appeals

THOMAS E. ROBERTSON heads the campaign organization for **Hamilton's United Appeal.** He is treasurer of the **Canadian Westinghouse Co.** and vice-president of the Hamilton Chamber of Commerce and of the Burlington Golf Club. He serves on the Board of Trustees of Westdale United Church. His business career began with the **Bank of Montreal** in Hamilton. He later joined the **T. Eaton Co.** treasury department, then went to the **G. W. Robinson Co.** as secretary and store manager. In 1950 he joined the Canadian Westinghouse Company becoming treasurer in 1952. The Robertsons have a daughter in Western University, another, just graduated from Westdale High School.

LUCIEN MASSÉ, campaign chairman of the **Red Feather Campaign of Hull, Que.,** is also president of the Canadian Welfare Council. He is a partner in **Massé, Vien & Compagnie,** chartered accountants, vice-president and director of **La Banque Provinciale du Canada,** and director of a number of other Quebec insurance and investment firms. A graduate of Academie de La Salle, Ottawa, and the University of Montreal, he is now a member of the board of regents of the University of Ottawa and a Knight Commander of the Order of St. Gregory the Great. He is married to the former Rose Bénard and they have seven children.

RUSSELL S. KENERSON, campaign chairman **St. Catharines and District Community Chest,** was born in Cleveland, Ohio, in 1917 and received his education at John Adams High School and Case Institute of Technology in Cleveland. He married the former Barbara Harrington in 1942 and has two children. Mr. Kenerson started his business career with **Cleveland Graphite Bronze Co.** in Cleveland and has since held positions with **Republic Steel Corp.,** Cleveland; **Plastic Mfg. Inc.,** Stamford, Conn. and has been associated with **Thompson Products Ltd.** since 1946. He came to Canada in December, 1957 as vice-president operations and in January, 1959, was appointed president and director of Thompson Products, St. Catharines.

C. MALCOLM SULLIVAN, serving his second year as general campaign chairman of the **Saint John District Community Chest,** Saint John, N.B., was associated with the **Ford Motor Co. of Canada** for 12 years before joining the firm of **W. C. Pitfield & Co.,** investment dealers, in March 1958. A lifelong resident of Greater Saint John, he has been residing in Lancaster, N.B. for the past four years. He is president of the Saint John Club of Toastmasters International, member of the council of the Saint John Board of Trade, and a member of the Westfield Golf and Country Club. Mr. Sullivan is also serving this year as the second vice-president of the Saint John District Community Chest.

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Big Charity Drives to Seek $30.2 Million

OTTAWA (Staff) — You can expect a United Appeal or Community Chest canvasser to call at your door this fall or winter if you live in any urban area in Canada with more than 100,000 population.

Total number of appeals will be 99, against 91 last year.

Largest of the new campaigns is the Cape Breton United Appeal, organized to cover Sydney, N.S., and the surrounding area.

Sydney was the last big urban area in Canada not covered by a United Appeal.

The 1959-60 appeals will try to raise $30.2 million, about 6.5% more than the objectives in 1958-59.

The jump between this year's objectives and last year's is considerably less than the jump before. The 1958-59 objectives were about 11% higher than those in 1957-58.

Despite the recession and the big increase in objectives, last year's 91 fund drives raised 96% of objectives of $27.3 million. But 58 drives fell below their targets.

Because of the increasing prosperity and the more modest jump, a higher proportion of the 1959-60 drives are expected to reach objectives.

One reason for the year-by-year increases in targets:

More and more of the preventative medical associations—cancer, heart, polio, and mental health — are joining the United Appeal drives.

In the U. S., these associations tend to conduct drives of their own.

New Blackboards No Longer Black

Trend in the big school equipment market:

The slate blackboard of the little red schoolhouse is fighting a big new competitor for its front-of-the-room position.

Porcelain-on-steel chalkboard —the newcomer—comes in green, beige, brown, blue, black.

The old blackboard, made from imported Pennsylvania slate, is having trouble competing with the new colored board.

Canadian sales this year may reach two million feet, according to J. Kent Lyons, president of **Cerametal Industries,** a leading maker of the chalkboards.

That would be 20%-25% of the total market, compared with 5% in 1957 when it was first introduced.

The porcelain board, made in Canada, gains from the declining supply of slate as well as its own qualities, Lyons points out.

114 Stocks Yield Averages 4.25%

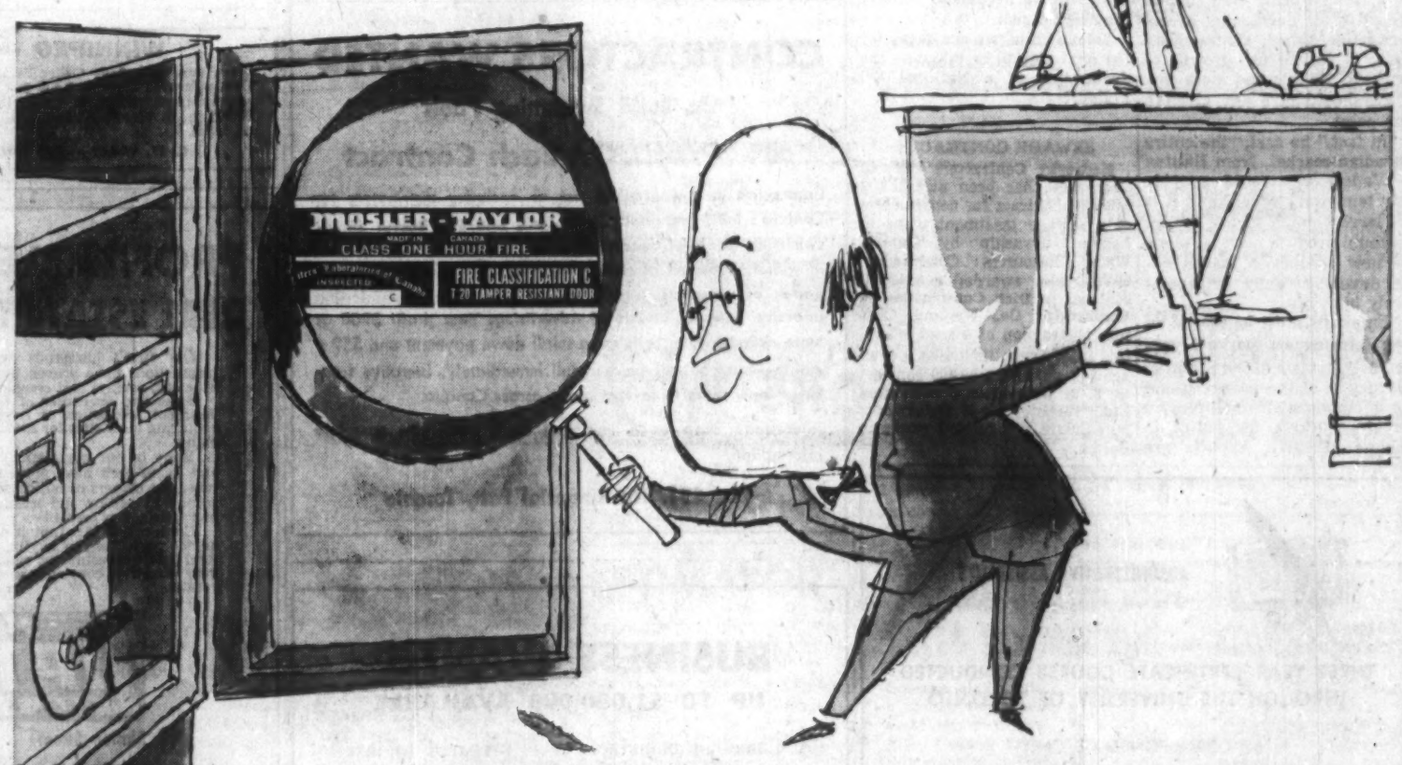
The average yield on 114 dividend-paying stocks on the Toronto Stock Exchange, as compiled by **Moss, Lawson & Co.,** on the prices of Sept. 8 was 4.25%, up .09% from the previous week.

The current yield compares with 4.01% one month ago and 4.38% in the corresponding week last year.

Here is the yield by the various groups:

	Sept. 8 %	Week Ago %	Month Ago %	Year Ago %
Common	3.81	3.71	3.55	4.00
Pfd. & A	4.89	4.82	4.75	4.81
Mining	5.19	5.11	4.92	5.24
Banks	2.99	2.92	2.76	3.24

Labels and Libels



Mr. T.: Well Mr. M., what does it say?

Mr. M.: It says Canadian Underwriters' Laboratories "Fire Classifications C T20 Tamper resistant door." That's what it says and very comforting, too!

Mr. T.: Yes, I understand the Underwriters' Laboratory is maintained by the insurance business to help them assess degrees of protection.

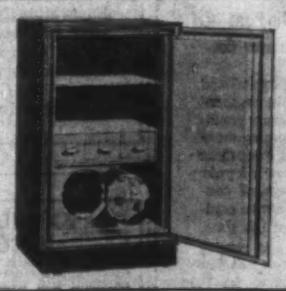
Mr. M.: Right! And they don't fool! This label means that a safe like this can stand being heated up to 1700°F. for an hour, being left in the furnace while it cools off. Or it can stand being subjected suddenly to the same heat—this is an explosion test—and then while still red hot dropped 30 feet onto a bed of rock. In either case papers inside won't even be charred!

Mr. T.: Warm work indeed Mr. M! A businessman, who has important records to protect, would feel "safe" with that test.

Mr. M.: And it would be no libel to call a fellow unwise who does *not* insist on these independent labels when he buys a safe!

Mr. T.: Why Mr. M. you're getting to be quite a wit. But you're quite right. For fire-resistive record safes or burglary-resistive cash safes, buying a safe *without* a label is buying a pig in a poke.

This Mosler-Taylor fire-resistive safe comes with or without the money safe shown. It carries a Canadian Underwriters' Laboratory C Label which means it has passed the one-hour furnace test as well as drop and explosion hazard tests. It has the exclusive "Counter Spy" combination lock. The overall height is 40". It covers 4 sq. feet floor space and has 7 cubic feet of storage space. Write for full details on fire and burglary resistive safes to Mosler-Taylor Safes, Brampton, Ontario, or phone our sales offices in Montreal, Toronto, Winnipeg and Vancouver. Our protection engineering service is at your disposal without obligation.



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Two Key Reactions To Borden Report:

Here are two key reactions to the recent Borden Commission report on oil:

- **From J. R. White, president of Imperial Oil Ltd.,** Canada's largest integrated oil company.
- **From Home Oil Co.,** which spearheaded an independent group's drive for construction of a big inch pipeline from Edmonton to Montreal.

J. R. White, Imperial Oil:

Imperial Oil is in general agreement with the immediate recommendations of the second report of the Royal Commission on Energy, although certain important factors have not received the emphasis they deserve, Mr. White states.

"The Commission quite rightly concluded that an Edmonton - Montreal crude oil pipeline is uneconomic and can only be made possible by government regulations to limit competition in the Quebec market.

"We believe that from a national standpoint the reservations expressed by two members of the commission, Dr. G. E. Britnell and Dr. R. D. Howland, are most pertinent.

"The report tends to consider today's marketing problems without sufficient regard for the future.

"The report implies that unless the industry can expand sales by 40% by the end of 1960, some form of drastic governmental action and control should be imposed. This seems to be a rather large target to be achieved by a few refiners. This task should call for the combined efforts of all producers and refiners in Canada."

Mr. White agreed with the suggestion of the report that producing regulations in Western Canada be studied with a view to reducing the undue pressures for developing excess production, which continuously tends to outrun the growth of markets. He felt that more emphasis should have been given to this point.

"In fact," he said, "the entire Canadian market, from Halifax to Vancouver, would provide only temporary relief since it is not large enough to use the oil we could produce now, let alone the new production that is being developed daily at a relatively high rate.

"Emphasis must be placed on long-term export markets, particularly in view of the potential production of the far north and the tar sands, which will require foreign markets for outlet in volume. Clearly, exports are absolutely essential to the Canadian oil industry. They should not be jeopardized by short-term expediences."

* * *

Home Oil Co.:

The Borden Report is outstanding, both in its clear summation of the evidence presented at its hearings, and in its grasp of the intricacies of international oil marketing conditions, Home Oil Co. states.

"We positively endorse the view of commission member Dr. Hardy that the Montreal market is a very real and economic alternative to export markets if these cannot be effectively penetrated.

"We believe, ultimately, that our Canadian oil will be able to serve both, and in so doing benefit Canadian consumers as much as Canadian producers and materially strengthen many factors in our Canadian economy as a whole.

"Naturally, as one of the companies which sponsored the construction of a big-inch pipeline to Montreal, we are disappointed in the commission's recommendations against its construction at this particular time.

"Our primary objective in advocating the Montreal pipeline, was to expand our crude oil production. If the same ends can be achieved by the Borden proposals we wholeheartedly support them.

"We are pleased with the clear indication of the report that failure by the international oil companies to reach the level of 700,000 bbl. production per day by 1960 will open the Montreal market to Alberta crude oil.

"We feel that if the Canadian government will adopt the Borden recommendations as a national policy, much less than a year will be needed to achieve the desired goal.

"Meanwhile, we are eager for the next step to be taken — the declaration of a National Oil Policy."

SEWAGE CONTRACTS

Kedrosky Contractors Ltd., of Galt, Ont., has been awarded a $480,684 contract for construction of a sewage treatment plant in London township by Ontario Water Resources Commission. OWRC also awarded a $112,612 contract to **Dick Construction & Engineering Co.,** Welland, Ont., for construction of a sewage system in Wiarton, including a sewage lagoon, and a $9,400 contract to **T. J. Colbourne Construction Ltd.,** Toronto, for a waterworks pumphouse and related works in Bolton.

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Would you like to increase your firm's net income $50,000 per year?
I can do it for you.
Write:

Box 576,
The Financial Post, Toronto

Canadian Manufacturer of Electrical and Electronic Equipment Requires

FINANCIAL BACKING

Would consider sale or merger with Canadian or U.S. firm. Principals only. Apply to:—U. Boisvert, Suite 1006, 10 St. James W., Montreal.

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A Dominion-wide market place for buyers and sellers of land, residences and commercial buildings

Ville D'Anjou Industrial Park

Located right on the island of Montreal off the new Metropolitan Expressway. Low taxes, ample power, railroad spur line, large labour pool. Large and small sites available at a very reasonable cost.

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Astute businessmen plan for success; they read The Financial Post because it helps them make right decisions. Yearly by mail in Canada $8; elsewhere $9 yearly.

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FOR SALE

150 Acres Woodland — Cedar Cabin. Vicinity Mt. Orford Provincial Park Bordering Highway One & C.P.R. Elevated — Secluded — Spring Water. FREE MAP of surrounding Area.

Box 596, The Financial Post, Toronto.

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Wonderfully located on outskirts of Southern Alberta town on main highway. Comprises ten deluxe units and comfortable living quarters for owner. 24 stalls, trailer park and service station. Lots of room for expansion. This 3 year old motel is a snap at $65,000 down, giving buyer a guaranteed return of at least 15% on his investment, if only in a supervisory capacity. Contact:

JOE VIENS (Evgs.) CH 9-9714
GENERAL REALTY
602 - 7th Ave. West AM 2-4965 — AM 2-4255
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* BLOOR BAY *

NEW BUILDING
AIR CONDITIONED • PARKING FACILITIES

OFFICE SPACE

AVAILABLE FEBRUARY

2 FLOORS
10,000 SQ. FT. EACH OR WILL DIVIDE
REASONABLE RATES

JOHN PENTURN & SON, LTD.
EM. 4-5086

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Warehouse—Display—Office Building, 7,500 sq. ft. Office, 1,500 sq. ft. Dry, unheated storage, 2,400 & 1,500 sq. ft., in new west end commercial-industrial area, trackage, all services in. We also have 90,000 sq. ft. vacant land with all services, main artery, to develop on lease.

C. W. BAILEY — 383 AINSLIE STREET, WINNIPEG 12

PROFITABLE REAL ESTATE TRANSACTIONS

Our firm's numerous and remunerative Real Estate transactions have proven most profitable as result of our efficient, prompt and competent negotiations.

Sales and purchases of industrial, commercial and investment properties, or negotiating leases, mortgages, or acquiring ideal sites for specified buildings, is also our specialty.

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Contact our Mr. Lipton and obtain expert Real Estate advice pertaining to buying, selling, leasing properties or Real Estate investments, and you will most certainly obtain very effective, courteous and most beneficial, satisfactory results.

M. H. LIPTON REAL ESTATE

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800,000 sq. ft. of INDUSTRIAL or WAREHOUSE SPACE

Modern steel and concrete, sprinklered buildings. New York Central and Erie Railroad sidings. Excellent labor market. Available immediately at very reasonable rates.

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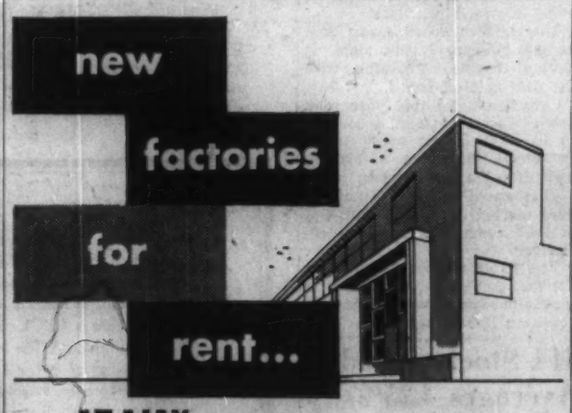
Harvester Avenue, Phone Fi 3-2800 Batavia, New York



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SLOUGH ESTATES (CANADA) LTD.
Royal Bank Building, Toronto, EM. 3-9033

CLASSIFIED ADVERTISEMENTS

CLASSIFIED ADVERTISING RATES

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Each initial, figure or fraction, abbreviation and sign counts as one word. If a box number is desired the words Box 100 The Financial Post, Toronto, count as six words. When replies are mailed to advertiser, 5 cents extra is charged. Closing date—Copy must be in Toronto office by Monday a.m. Classified advertising is strictly cash in advance.

REAL ESTATE

Furnished Home for Rent

ULTRA MODERN seven room bungalow in exclusive Winnipeg suburban residential area. Beautifully furnished with all appliances, conveniences. Available for one year. Phone JU 24-349 or write: Fenson 272 Seven Oaks Ave., Winnipeg.

Positions Wanted

CHALLENGING POSITION WANTED. Fully experienced, well seasoned trustworthy practical engineer, good qualifications, managerial, labour relations, light and heavy machinery all types, steam, diesel, automotive, manufacturing, maintaining, selling. Highest references, good appearance, initiative, drive. Consider anything sensible, possible financial interest. Box 537, The Financial Post, Toronto.

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Investment news in The Financial Post can help you in many specific ways. Read it regularly. Subscribe today.

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BUSINESS EXECUTIVE—just arrived in Montreal, British University graduate, 34, married, seeks employment in managerial or administrative field. Languages, English, French, German, Italian. Twelve years' international experience in sales, creating new markets, administration. Accustomed responsibility and working on own initiative. Highest references. Box 549, The Financial Post, Toronto.

CHARTERED ACCOUNTANT 1957 Graduate desires challenging position with Industrial Organization in Toronto area. U.W.O. graduate Business Administration. Highest references, initiative, good appearance. Age 29. Box 587, The Financial Post, Toronto.

Business Opportunities

CAPITAL AVAILABLE — Commercial — Industrial — Large Residential — First and Second Mortgages — Construction Loans — Home Improvement Financing — Chattels on Machinery — Equipment — Rolling Stock — Inventory, Receivable and Installment notes discounted. Mortgages and Commercial Papers Bought. Business purchases—new ventures financed. Long term debentures—stock issues arranged. Debts consolidated. Symington Field, 901 Yonge St., Toronto. WA. 1-4022.

QUALIFIED ENGINEER (M.E.I.C.) with many years all-round experience, leaving for business trip to Europe, with many good connections, is willing to make contacts and representations on behalf of Canadian and American enterprises. Planned to establish permanent agency covering the Common Market to which firms desiring a European representation are invited to subscribe. Apply in confidence to Box 601, The Financial Post, Toronto.

REAL ESTATE directory

IN MONTREAL
IT'S
WESTMOUNT REALTIES COMPANY
EST. 1910
A COMPLETE SERVICE IN COMMERCIAL & INDUSTRIAL REAL ESTATE
1367 GREENE AVE. MONTREAL WE. 5-8341

SITE SELECTION
ARCHITECTURAL DESIGN
ENGINEERING
CONSTRUCTION
LEASE OR SALE

AN AFFILIATE OF WEBB & KNAPP (CANADA) LTD.
TORONTO **INDUSTRIAL LEASEHOLDS** (1957) LTD.
12 Sheppard Street, Toronto, Ontario.
Constructing from Coast to Coast in Canada.

CAREERS

This is Canada's national meeting place for executives who have positions to offer, and for those who have ability to offer.

EMPLOYMENT WANTED

PERSONNEL ANALYST AVAILABLE

Age 28 married, Bachelor of Commerce degree. Desires challenging position in personnel field. Has 7 years experience in all phases of personnel administration. Good reference from present employer.

Box 595, The Financial Post, Toronto

Read for profit

Don't let business surprises catch you off balance. Get The Financial Post for timely, week-by-week coverage of business across the land.

In Canada: $8 a year; 2 years $14
Elsewhere: $9 a year; 2 years $16

LAWYER

Osgoode Hall Graduate, 30, with general law practice background desires association with a progressive company with head office in Montreal.

Box 593, The Financial Post, Toronto

CERTIFIED PUBLIC ACOUNTANT

desires responsible and challenging position with medium-sized company at executive, or lower level where prospects are inviting.

Broad professional and industrial experience, presently employed as internal auditor for a large manufacturer. Limited travelling acceptable.

Please direct enquiries to:
Box 470, The Financial Post, Toronto.

MANAGER

Graduate Commerce, 36, capable, ambitious, married, bilingual diversified general experience office management, business administration, sales, seeks offer in above sphere. Excellent reference.

Box 568, The Financial Post, Toronto

CHIEF STEWARD

Young married Catering Executive presently and for the past 6 years employed with one of Canada's major Hotel Chains as Chief Steward in large Resort and City operations, seeks new challenging position with expanding Catering or Hotel Organization preferably in Eastern Canada. Excellent References.

Box 572, The Financial Post, Toronto

WHO WANTS TO HIRE THE BEST DARN AD MAN IN CANADA?

That's not me — yet. But I'm working at it. Meanwhile, the price is a heck of a lot less. Here's what you get for a modest $6,400.:

• 6½ YEARS' EXPERIENCE — leading advertiser, consumer goods — intangible sales — Administration. • EDUCATION — post-grad level marketing, market research, economics, psychology. • YOUTH — enthusiastic late 20's.

Now at copywriter nation-wide co., multi-million budget. Fully capable of producing effective advertising from visualization to comprehensive layout, incl. P.O.S., direct mail.

Interested? Write Box 574, The Financial Post, Toronto

Sales Manager Available

I would like an opportunity to help you increase sales.

Let me send you details of my 12 year business record

Box 577, The Financial Post, Toronto

ENGINEER

Qualified Mechanical, Electrical Civil Engineer seeks change, experience complete control all services, track and trackless mining above and below surface, heavy construction, oilfield rig maintenance and movement, tankage pipelines, repressurization, would consider worthwhile construction, oilfield, mining position anywhere Canada or abroad. Speak and write Spanish.

Box 582, The Financial Post, Toronto

ANNOUNCING

Important appointments in Canadian Industry, Finance, Business and Government

American-Standard Products (Canada) Ltd. (Toronto) — Robt. Jarvie, appointed general sales manager, plumbing and heating products; Ian G. More, manager sales co-ordination, p&h; Leonard B. Sharpe, general sales manager, Gurney Warm Air Products.

Canadian ASEA Electric Ltd. (Montreal) — E. V. Leipoldt, appointed director.

Canadian Food Products (Toronto) —Howe Martyn, appointed vice-president and marketing director.

Canadian National Railways (Montreal) — James H. McKeown, appointed methods manager of accounting department.

Canadian Steel Foundries (Montreal) — J. van Hemert, appointed sales director.

Dominion Bridge Co. (Montreal) — B. H. Lacey, appointed general manager of new branch at Regina.

International Harvester Co. (Hamilton) — J. G. Messenger, appointed assistant Eastern regional manager, general sales.

J. W. Moreland & Co. (Montreal) — Pierre Roy, appointed vice-president and chief actuary; Eugene Boudreault, assistant actuary.

Liquiflame Oils Ltd. (Toronto) — R. L. McCarthy, appointed assistant general manager; A. P. Hickox, sales manager; R. M. Jolliffe, service manager.

Montreal Trust Co. (Montreal) — Donald A. Thompson, appointed director.

National Grocers Co. (Toronto) — Roy H. Bainard, appointed president.

National Publishers Ltd. (Montreal) —A. C. Goudie, appointed national advertising manager.

Perini Ltd. (Toronto) — H. J. Dawe, appointed manager Perini Western Ltd., a new office formed in Edmonton.

Rexall Drug Co. (Cooksville, Ont.) — Ralph W. Peck, appointed marketing director.

Royal Metal Manufacturing Co. (Toronto) — J. D. Eaton, appointed Montreal representative.

Steel Co. of Canada (Hamilton) — William J. Young, appointed assistant director, public relations.

Taylor Woodrow (Canada) and Monarch Mortgage and Investments Ltd. (Toronto) — N. J. Notley, appointed secretary-treasurer of both companies and their subsidiaries.

Committee Seeks to Lift Ban on Price Maintenance

Retailers, wholesalers and consumer product manufacturers this week are again carrying their case for new marketing legislation to Ottawa.

Functioning through the Distributive Trades Advisory Committee, several trade groups are asking Justice Minister Fulton for repeal of Section 34 of the Combines Investigation Act.

This section bans resale price maintenance by manufacturers.

An amendment to the section, plus a section of the Criminal Code, was introduced at last parliamentary session but was withdrawn. It gave manufacturers some, but not complete, control over marketing their products.

Now the question is open again, with deadline of Oct. 31 for briefs to the minister.

An amendment to the section will likely be re-introduced at the next session.

David Gilbert, general manager of Retail Merchants Association who heads the advisory committee, says supporting groups want total repeal of Section 34 "to stop disorderly, predatory price-cutting methods in trade."

But the committee was ready to support the government's original amendment, subject to its effectiveness.

The committee is supported by all major retail associations, the Canadian Wholesale Council (representing 13 wholesale groups) and manufacturers through Canadian Manufacturers Association and other business organizations, Gilbert says.

"There has been no major opposition from any segment of business," he points out.

However, it is known that some retail chain stores are standing apart, at least publicly, because of their traditional stress on low-price merchandising policies.

Pigs Fizzle As Support Price Falls

What will happen to hog production when federal support price drops from $25 to $23.65 cwt. Oct. 1?

If history is reliable, a number of farmers will drop out of hog raising.

But they shouldn't, at least not entirely, argues R. P. Forshaw, animal husbandry official with Ontario Agricultural College.

"In 1953, when support price dropped from $26 to $23, hog output dropped sharply. Then came a $40 price in 1954, at a time when many farmers had gone completely out of the business," he points out.

What they should do now:

"Cut back but don't cut out the swine unit. Use the low-price period to improve quality of breeding stock."

Canadian production now:

Likely more than eight million hogs this year, up 1.5 million from last year and 38% above average of last five years.

creative salesman

...an opportunity for you?

Canada's most diversified lithographic house wishes to meet an individualist — a man in his late twenties or thirties for an excellent sales position in Toronto.

This appointment will be a challenge to a man who can think and sell creatively. Background experience in sales, advertising or the creative arts will be most helpful. The remuneration and fringe benefits will match the size of the job.

If you are ambitious for broader opportunity, capable of hard work and keen to produce results, we hope you will write to us giving a brief but complete resume of your background and experience.

The Sales Director

Rolph·Clark·Stone, Limited

201 Carlaw Avenue, Toronto 8

MAJOR OIL COMPANY

located in Edmonton

requires

EXPERIENCED ECONOMIST

Applicant should be recent university graduate majoring in Economics with approximately three to seven years' experience. Position will involve some travelling, contact with various companies associated with the oil industry and company officials on forecasts, preparation of economic studies and related duties. Previous oil industry experience desirable but not essential. Position offers excellent commencing salary, benefit plans and opportunity for advancement. Full particulars of educational background and previous experience should be forwarded to

Box 559, The Financial Post, Toronto

SALES MANAGER WANTED

A large well-known manufacturer of consumer products with national distribution requires keen young men between 21 and 35, with University background for training in sales management.

Previous selling or sales supervisory experience in meat packing, foods, soaps, drugs, beverages, grocery store operation, etc. will be helpful but not essential. A thorough training program will be provided.

These are salaried positions with a full range of health, insurance and pension benefits.

If you have these qualifications and the desire to make a career with a well-known Company, please reply in writing or phone outlining details of education and experience to W. WALTER, McCANN-ERICKSON (Canada) LIMITED, 200 Bloor Street East, Toronto 5, Phone: WA. 5-3231. Our Client's employees know about this advertisement. All replies will be kept in the strictest confidence.

DISPLAY ADVERTISING RATES

$8.80 per column inch (one column wide x one inch deep) or 70 cents per agate line (14 agate lines — one column inch).

Copy must be in Toronto Office Monday a.m.

Display advertising in this section is payable in advance.

DIRECTOR OF DATA PROCESSING

required by The City of Toronto for newly formed Data Processing Centre

Qualifications:

Successful experience in planning and setting up a large Punched Card installation. Demonstrated administrative capacity.

Preference will be given to applicants with specialized training in Accounting and Systems Analysis and Development.

Desirable Age:

30 - 40 years.

Salary:

Initial Salary—$8,000 per annum.

Applications, giving details of education, experience and other relevant information, will be received by the undersigned up to September 23, 1959.

Commissioner of Personnel,
Room 320,
City Hall, Toronto.

DIRECTOR'S POSITION

Small Ltd. Company, in the liturgical arts and church furnishings field, seeks refined gentleman or lady, age 25-60, to take charge of administration. Financial participation is expected.

Box 594, The Financial Post, Toronto

PERSONNEL RESEARCH

A large national company requires at Headquarters a research specialist to carry out a variety of creative research studies in employee relations.

Responsibilities will involve assisting in the evaluation and development of personnel programmes and policies, including the study of the impact of organizational and technological change, and attitude and productivity studies.

Prefer candidates with post graduate training in the social sciences and psychology.

Experience in employee relations work preferred.

Box 589, The Financial Post, Toronto

PROPERTY MANAGER

Required by Established Company for Management of apartment and commercial properties. Salary commensurate with experience.

Reply giving full particulars of experience and education.

Box 571, The Financial Post, Toronto

ACTUARIAL STUDENT OR ASSOCIATE

Large and rapidly growing life insurance company with Toronto Head Office has promising opening for actuarial student or Associate of the Society of Actuaries. Salary attractive and dependent on experience and actuarial examinations passed.

Inquiries invited and treated confidentially.

Reply BOX 599, THE FINANCIAL POST, TORONTO

PROCESS DEVELOPMENT ENGINEERS

A large food processing industry is looking for recent graduates in Chemical and Mechanical Engineering with or without experience.

Duties To Include:

(1) The evaluation of process variables and standardization of operating procedures for optimum results.
(2) The preparation of studies relating to equipment, redesign and layout.
(3) Responsibility for certain aspects of processing from a quality viewpoint.
(4) Advising and assisting production supervision on immediate processing problems and the submission of reports on method simplification.

Please reply giving full details of educational background, age and experience to:

Box 600, The Financial Post, Toronto

OPC

ONTARIO PLACEMENT CENTRE

(A division of Ontario Personnel Consultants Ltd.)

FOR

EXECUTIVES AT ALL LEVELS

IN

ACCOUNTING, ADMINISTRATION, ADVERTISING, ENGINEERING, MANAGEMENT, MARKETING, PRODUCTION, PURCHASING, SALES, OTHER FIELDS

A complete career counselling service including résumé preparation is offered by our Executive Placement and Psychological Consulting staff. All enquiries acknowledged.

97 Eglinton Avenue E., Toronto 12 — HU. 1-6301 and HU. 1-6362

An unusual "CAREER" opportunity for a keen young Cost . . .

ACCOUNTANT

The COMPANY concerned is a leading Canadian manufacturer with important markets overseas. Head Office is in a pleasant community, near Ottawa, with excellent educational, recreational and housing facilities. The Company is long-established, strongly entrenched and conservatively aggressive . . . it has much to offer a young man seriously seeking a career!

CANDIDATES should be, preferably, English speaking native Canadian with a degree in Commerce or Finance. R. I. A. standing is desirable but not essential. Age: under 30. Starting salary — open at a level to attract men NOW earning up to $5,400. Fringe benefits are additional and generous, and make this opening well worth exploring.

Enquiries invited in confidence, each will be acknowledged promptly. Early interviews at Company's Head Office arranged for selected candidates.

G. HAROLD FISK, P.Eng., Consultant*

Dominion Square Building, MONTREAL

*Consultant . . . to Management seeking senior Executives, particularly University-trained Men.

CAREERS

This is Canada's national meeting place for executives who have positions to offer, and for those who have ability to offer

HELP WANTED

MANAGEMENT OPPORTUNITIES IN NEW BRITISH COLUMBIA PULP MILL

Celgar Limited has commenced construction of a new 300 ton Bleached Kraft Pulp Mill in South-Eastern British Columbia.

Two Senior positions to be filled immediately are

ASSISTANT PULP MILL MANAGER and OPERATING SUPERINTENDENT

The Assistant Manager is to carry responsibility for Production, Engineering, Maintenance, Mill Stores and Yard Operations, reporting to the Pulp Mill Manager. The Operating Superintendent will be responsible for Wood Preparation, Cooking, Bleaching, Drying, Shipping, Steam and Recovery Operations, reporting to the Assistant Manager.

Here is an unusual opportunity to participate in the construction and operation of a modern mill, as well as to reside in an ideal location. Letters of application should contain full details of background and experience as a basis for arranging personal interviews. If requested, your contact with us will be retained in confidence.

Write To: Mr. L. S. McGill, Celgar Limited, 1030 West Georgia Street, Vancouver 5, B.C.

ACCOUNTANT and OFFICE MANAGER

Salary Range $6,000 to $8,500

Responsibilities:

Employer is well established branch of wholesale merchandising corporation.

Duties will include supervision of accounting, preparation of monthly financial statements, credits, collections, budget administration and office personnel.

Applicant will report directly to Controller. The future within the Company is good.

Qualifications:

Applicant should be aggressive, imaginative, age 30-40.

He should have accounting or equivalent degree and several years practical experience in industry.

As a service head, he must be able to give information easily, surely and have some liking for communication at executive levels.

Apply: Box 554, The Financial Post, Toronto.

display advertising rates

$9.80 per column inch (one column wide x one inch deep) or 70 cents per agate line (14 agate lines = one column inch). Copy must be in Toronto Office Monday a.m. **Display advertising in this section is payable in advance.**

YOUNG CHARTERED ACCOUNTANT AS COMPTROLLER

Long established daily newspaper, with radio affiliation requires recently graduated Chartered Accountant as Comptroller. Duties also include those of office manager. Excellent fringe benefits, including pension.

Box 570, The Financial Post, Toronto

ASBESTOS FIBRE

A senior position in the development of a high quality Chrysotile Asbestos deposit in Canada is available. Deposit is very accessible and is currently under development — full inspection invited. Principals only.

Box 575, The Financial Post, Toronto

SALESMAN — ESTIMATOR

for

MILLWORK ORGANIZATION

A newly modernized Maritime millwork plant requires a young man to sell millwork and assist in millwork estimating.

STARTING SALARY is in the area of $6,000 to $7,000.

THE POSITION involves travelling throughout the Maritimes to call on architects, general contractors and trade outlets as well as preparing and pricing estimates for millwork tenders.

THE PERSON we are seeking has proven sales ability in the building products field and is thoroughly familiar with the manufacture and marketing of millwork and related products.

This is a new position and offers good scope for a man who wants to develop with a conservatively aggressive organization.

Write in full confidence to:

Box 583, The Financial Post, Toronto

— COMPTROLLER —

A financial corporation with offices throughout Canada and the U.S.A. require the services of a Comptroller, age 25 to 40, to take complete charge of accounting procedures, which include I.B.M. installations. A recognized accounting degree and some knowledge of investments is a requirement.

A pension plan and other benefits are available, salary being commensurate with ability and experience.

Reply, giving full particulars of background, age and experience to—

P.O. Box #73, Winnipeg, Manitoba

DISPLAY ADVERTISING RATES

$9.80 per column inch (one column wide x one inch deep) or 70 cents per agate line (14 agate lines = one column inch). Copy must be in Toronto Office Monday a.m. **Display advertising in this section is payable in advance.**

EXECUTIVE SECRETARY WANTED

The City of Halifax, Nova Scotia, will accept until September 26, 1959 applications for EXECUTIVE SECRETARY TO THE PORT OF HALIFAX COMMISSION AND THE HALIFAX INDUSTRIAL COMMISSION.

Salary up to $10,000.00, depending on qualifications.

Apply to the City Manager, City Hall, Halifax, Nova Scotia, for application form and description of duties.

A. A. DeBard, Jr.,
City Manager.

ENGINEERS

H. G. ACRES & COMPANY LIMITED

Consulting Engineers

NIAGARA FALLS, ONTARIO

Invites applications from Professional Engineers with an interest and experience in the engineering of structures and equipment relating to hydro-electric and civil engineering projects.

Requirements

Approximately 5 to 10 years' experience in the above area is necessary. Applicants should have analytical and creative ability in engineering. Ability in co-ordinating the activities of a group of engineers engaged in the engineering and design of hydraulic works associated with hydro-electric projects, is also necessary. The ability to express ideas intelligently, both verbally and in writing, is essential.

Salary

Salary will be commensurate with education and experience.

Location

Niagara Falls office.

All replies will be retained in strict confidence.

Please send all resumes to:

Personnel Director

H. G. ACRES & COMPANY LIMITED

SALESMEN

Knowledge of Real Estate and Mortgage Loan Accounting. First and Second Mortgage amortization mathematics, or financial sales in related fields.

Toronto and out-of-town enquiries invited. Replies held in strictest confidence.

BOX 579, THE FINANCIAL POST, TORONTO

HELP WANTED

BUSINESS CONSULTANTS, SYSTEMS ANALYSTS, PROGRAMMERS, PUNCHED CARD MACHINE OPERATORS, KEY PUNCH OPERATORS.

IBM or Remington Rand experience. Knowledge of 704, 705, 650, 305 Ramac and Tabulating equipment, and/or Univac I, Univac II, File Computers, Univac 120, 5580/90 and Tabulating equipment.

Advise experience and salary expected first letter. All replies held in strictest confidence.

Box 581, The Financial Post, Toronto

AVAILABLE TO LOOK AFTER YOUR SALES PROMOTION — ADVERTISING

Experienced, reliable and presently employed, but desires to make a change in the near future. 36 years old, fluently bilingual, and has Sales, Direct Mail, as well as General Advertising experience. A hard worker looking for a challenge that promises advancement. Please reply to Box 584, The Financial Post, Toronto.

EXCELLENT OPPORTUNITY

GENERAL MANAGER

for ready mix concrete company in Saskatchewan. Applicants should have an engineering degree and be between the ages of 25 and 50. A successful record in the general contracting field, particularly in sales and administration, is necessary. Reply to

Box 586, The Financial Post, Toronto

CONTROLLER WANTED

By manufacturing company selling throughout Canada. Applicants should have proven accounting, budgeting and credit control experience. Reply under box number

Box 588, The Financial Post, Toronto

ASSISTANT TO THE REGION MANAGER

An interesting and challenging new position has been created in our company. The job involves sales and market analyses, merchandising activities, and related work in the sale of food products in Eastern Canada. It provides excellent opportunities for a man from 25 to 30 years of age with sales or marketing experience in the grocery business. He must also have a university degree or equivalent education. Some knowledge of French is an asset. Please do not phone, but write, giving details of your business and educational background, to:

Vice-president, Grocery Sales,
Standard Brands Limited
550 Sherbrooke Street West, Montreal

He's Making The Outdoors Big Business

Bert Fine invested $200,000 in his posh day camp for children. He expects to gross $125,000 this season. Now he wants to open a chain of camps . . .

BERT FINE (left), Lou Glait (centre), Al Goodman.

The summer camp fever is just about over for most Canadians this year but it's burning in a big way for Bert Fine.

Fine plans to start a chain of town and country summer camps for children.

The 39-year old former Toronto school teacher and credit manager seems to be well on the way toward his goal.

He already operates the posh Bathurst Manor Day Camp and Swim Club, in suburban Toronto.

And as of Sept. 1 he'll take over New Moon Camp in Ontario's Muskoka area in partnership with school teachers Al Goodman and Lou Glait, who are swimming director and head counselor, respectively, at the day camp.

Fine's plan is to operate the day camp, close to the city, mainly for children up to about the age of eight years.

"Children under that age shouldn't go to sleeping-out camps far from home," he maintains.

For children over eight he'll have the country camps, each for a specific age group. Thus, he hopes, he'll keep the kids as customers right through from the age of three or four until they're too old for camp.

He's already taking groups of town campers to New Moon over weekends to see how they like it.

Fine says the reaction is good and many of them will likely sign for the country camp for next summer.

Fine's day camp is now in its fourth season. Located on 30 scenic, wooded acres in the Don Valley, it caters to 400 children between the ages of 3½ and 13 years during the day, and 160 families after 4 p.m. and weekends.

Fine says he started the camp because his own son was too young for a sleeping-out camp and he figured there were many other children in this category.

He took a second mortgage on his home to help raise money for the endeavor.

A graduate of physical and health education at the University of Toronto, he had 15 years of experience working in northern Ontario camps. He used to teach at Forest Hill Collegiate, then went into his father-in-law's women's wear business as credit manager.

The first season attracted only 28 campers. "It was muddy," he recalls. "We had no swimming pool. We were in rough shape."

But the idea caught on and by next year he signed up 200 campers. Now, there's a waiting list. All of next year's campers will be signed up by September of this year.

Total investment so far in the day camp is $200,000, plus $90,000 for New Moon. Fine expects to gross $125,000 in this year's operating period from June 30 to Labor Day. New Moon has room for 225 children.

The day camp has a wading pool and three swimming pools. One pool is set aside for swimming instruction. The camp has taught 260 children how to swim.

There is riding, with horses for the older children and ponies for the youngsters.

There are two large, covered dining patios where the campers eat lunch (provided by the camp) or play during inclement weather.

There is a kitchen, which cooks up some 500 meals daily. There are lockers, showers, a first aid room manned by a registered nurse.

The camp program provides "everything available at northern camps", says Fine, except for boating.

However, the Don River runs through the camp and Fine hopes he can dam this to provide water deep enough for boats.

Campers are picked up and delivered to their homes by buses. Older campers are allowed to sleep over every once in a while. There are no dormitories so they use sleeping bags.

The camp has a medical insurance policy covering all the campers, at a cost to the camp of $2 per person.

The fee per camper, for the eight-week period, is $245. Parents can use the facilities daily from 4 p.m. to 8 p.m. and on weekends for an extra $100 per family.

The camp has a large supply of barbecues on which adults can cook their meals.

A staff of 90 is employed to keep the camp in operation.

Fine says he hopes to develop a winter program but does not have specific plans yet.

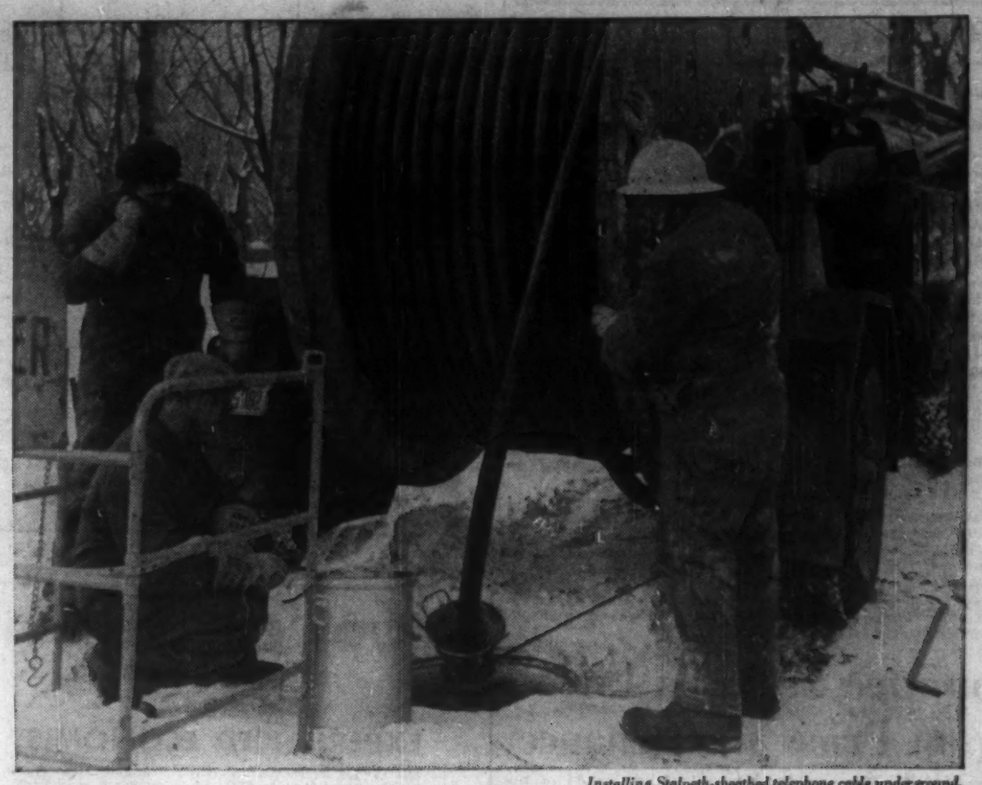
Meanwhile, he lets organized groups such as Boy Scouts, bird watchers, church groups use the camp during off-season at no charge.

Although he has a short operating season, Fine keeps busy the rest of the year.

He'll be visiting each camper who signs up for next year during the next few months to discuss the camp program and to find out what special interests the campers may have.

"All our organization work is completed before camp starts," he said.

During whatever spare time he has he visits other camps in the U. S. to get new ideas.



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Nikita Khrushchev's U. S. Shopping List

The trade aspects of the Eisenhower-Khrushchev talks next week will be very important to Canada . . .

By C. KNOWLTON NASH

WASHINGTON, D.C. — Soviet Premier Nikita Khrushchev is bringing a shopping list with him for his U. S. tour next week.

The number one Russian tourist has U. S.-Russian trade very much in mind and will make a major pitch to increase greatly this trade. This, in fact, may be the only concrete matter to be discussed in specific terms during the Khrushchev-Eisenhower talks over the next two weeks.

The outcome is important to Canada, because some of the commodities the Russians want to sell to the U. S. now are purchased by U. S. companies from Canada.

Here is what Khrushchev wants to sell the Americans:

- Manganese ore.
- Chrome ore.
- Platinum.
- Cellulose.
- Crabmeat.
- Ferrous alloys.
- Asbestos.
- Palladium.
- Potassium salts.
- Lumber.
- Television equipment.
- Paper.
- Furs.
- Assorted machinery.
- Refrigeration equipment
- Air conditioning equipment.
- Hoisting and other transport machinery.
- Mining pumps and compressors.
- Textile equipment.
- Synthetic yarn-making machinery.
- Plastics.
- Artificial leather and materials for shoes.
- Pipe.
- Petrochemicals.
- Chemicals.
- Machine tools.
- Steel sheets and plates.

Khrushchev is expected to dangle the prospect of "billions of dollars" in trade before the eyes of U. S. businessmen, but at the same time he is expected to seek long-term credits from the U. S. to get such trade rolling.

The Russian leader is aware it would take some time for U. S. companies to switch from their present sources of supply for these commodities to Russia and the credits would be designed to cover this period when the Russians were buying far more from the U. S. than vice versa.

Mr. Khrushchev also has on his shopping list a number of items he wants to buy from the U. S. These include:

U. S.-Russian trade has been zipping along at the best rate of the decade so far this year. Exports in the first five months were more than $3 million, almost equal to exports for the whole of last year. Imports from Russia are running at an $18 million a year clip.

These figures, of course, are peanuts in the over-all trade picture, but are higher than in recent years and certainly this year's export figure is far ahead of the low of $19,000 hit for the entire year of 1953.

President Eisenhower has said he wants to increase trade with Russia and Khrushchev agrees enthusiastically. How far the U. S. would go, however, depends on the temperature of the Cold War.

In a statement issued earlier this summer, the State Department said flatly it favored no increase in trade unless there is a definite easing of world tensions.

Whether the easing brought about by the Eisenhower-Khrushchev exchange of visits is enough to lead to specific U. S. action remains a key question.

Soviet Premier Khrushchev is almost certain to request a number of specific changes in current U. S. trade policy. He will likely ask for liberalization of the U. S. "positive list", a schedule of items that cannot be sent to Russia at the present time.

He will seek "most favored nation" tariff treatment for Russian goods. This would mean, for example, that Soviet manganese would not have a 20% higher price tag than manganese from other nations.

Khrushchev also will likely ask the President to get Congress to lift the U. S. import embargo on certain types of Soviet goods such as crab meat and seven types of fur.

And, most important, the Soviet leader will ask Eisenhower to have Congress amend the Johnson Act so that Russia can get commercial credits of more than six months. These credits now are barred until Russia pays $300 million in U. S. claims in settlement of wartime lend-lease.

To some of these requests, at least, President Eisenhower is expected to lend a sympathetic ear. How far he will go, however, depends on how far Khrushchev goes in easing political Cold War tensions.

The pressure of some U. S. businessmen and the apparent sympathy of the President have led to warnings by a number of influential Congressmen.

Sen. Alexander Wiley of Wisconsin, ranking Republican on the Senate Foreign Relations Committee, noted this week:

"We must be extremely wary. The Premier is a good 'horse-trader'. Until the Soviets show real signs of swerving from their oft-stated goal of world domination we will need to be extremely careful not to engage in any negotiations, including trade, that would strengthen their ability to accomplish their objective. I would again warn that we cannot sacrifice our security for the 'almighty dollar'."

Before the U. S. would seriously consider easing trade restrictions with the Russians there would have to be not only an easing of the East-West political climate, but also assurances from Moscow on a number of trade issues.

For instance, Washington would insist on some settlement of lend-lease debts and private economic disputes.

There would have to be permission for U. S. companies to have better access to producing and consulting industries in Russia that would be involved in trade.

Promises would have to be made by Moscow not to alter trade patterns for political purposes and there would need to be agreement on protecting patent rights.

The Russians have made three gestures in recent weeks apparently in hopes of establishing a good climate for the Eisenhower-Khrushchev trade talks.

- **First, Russia paid $1.5 million** in settlement of a wartime patent claim of **E. I. du Pont de Nemours & Co.**
- **Second, the Soviets have indicated they are willing to resume talks** broken off in 1951, about U. S. lend-lease claims.
- **And third, they have shown willingness** to consider neutral instead of Russian arbitration in trade disputes.

Philip Cortney, chairman of the U. S. Council of the International Chamber of Commerce and head of **Coty Inc.**, has returned recently from Russia full of enthusiasm for more U. S.-U.S.S.R. trade.

In conversations with Russian officials, Cortney said there was an indication that Moscow might accept the jurisdiction of the arbitration tribunal of the International Chamber of Commerce.

He said also the Russians might agree on a code to make it more feasible for individual businessmen to trade with a Russian state agency on a more satisfactory basis than now prevails.

There was even some interest, Cortney said, in Russians joining the ICC although the Soviet Union does not conform to many principles advocated by the ICC.

Bigger trade between the two countries was clearly one of the major objectives of the big U. S. and Soviet fairs held in New York and Moscow. It was also a prime topic of conversation during the U. S. tours of First Deputies Frol Koslov and Anastas Mikoyan.

Speaking to a recent group of visiting U. S. governors, Premier Khrushchev said: "People who want to live in peace trade. When they prepare for war, or after the beginning of war, there is no trade. Therefore, we have the right to think that, since you have not fought and stopped trade, you have ulterior motives."

While not strictly trade, the Russians have been picking up considerable U. S. cash this year from the U. S. tourist. An estimated 15,000 U. S. tourists are traveling to the Soviet Union this year, leaving behind about $5 million.

President Eisenhower will not fail to point out this money-earning capability of the Russians. In addition, he will echo the comments of Commerce Secretary Frederick Mueller who has pleaded for Khrushchev to bring with him "realistic proposals" to permit increased Soviet-U. S. trade.

Mueller, in a recent speech, urged no lifting of the restrictions on U. S. exports classified in the "security" category, but he said: "Whenever trade in peaceful goods is to our advantage, as well as to theirs, we are willing to do more business with the Soviet Union. And we are willing to explore new methods of approach to such trade, consistent with our national interest."

In the first quarter of this year the report on the application of strategic export controls shows applications to export to Russia more than $15 million in goods were rejected.

This included $10 million worth of polyethylene, $2.5 million worth of carbon-welded line pipe, and $1.8 million of stainless steel sheets and plates.

Russia has three times sought permission to buy pipe in the U. S. and each time applications for the export have been rejected. The application to export polyethylene which is used for packaging, was rejected because it also can be used for coating military field telephone lines.

What's Ahead for Hospital Insurance?

Still bigger bills and wider benefits, says this national report on Canada's "state" health schemes . . .

By JACK McARTHUR

One of Canada's most rapid and far-reaching social changes now has swept from coast to coast — skipping a bashful but interested Quebec for the moment.

New Brunswick and Prince Edward Island recently okayed federal-provincial hospital insurance plans, bringing the massive cost-sharing scheme into action in nine of 10 provinces.

P.E.I. won't actually start operating until October.

Quebec has looked with suspicion on the plan, fearing it will lead to a bruising of provincial rights.

But observers predict a way will be worked out to let our second most populous province evolve a plan, with aid coming from Ottawa.

Saskatchewan and British Columbia already had full-fledged province-wide plans of their own when the federal government in 1957 offered a 50-50 cost-sharing arrangement on what might be called a "basic" hospital plan.

Alberta and Newfoundland also had quite extensive partial plans.

These provinces quickly signed up. It meant help in bearing a big and rapidly growing cost burden (FP, Feb. 14).

Always excepting Quebec, other provinces also acted quickly. They hustled to hammer out plans they regarded as suitable for their particular conditions.

There is no real pattern. Some provinces pay part of their share with a personal premium. Others count on sales tax revenue. (Saskatchewan does beth.)

Some rejected the premium idea.

Alberta and B. C. have deterrent charges. These are small daily charges per patient-day.

Federal contribution averages around 50%, but varies from about a third of total cost in Ontario to about two thirds in Newfoundland. Details of federal contribution, see p. 26.

However, Ontario includes mental and tuberculosis hospital care in its plan. Federal government does not contribute for either of these.

Aside from the probability of eventual participation by Quebec, these other predictions are often heard:

- **Sooner or later the national plan** will include federal contributions for mental and TB care.
- **Increasing attention will be given to extended outpatient care** to prevent unnecessary admissions to crowded hospitals.
- **Hospital costs will rise** rapidly as Canadians get used to the idea that they can get needed care without running up large bills.

Even before the plan became nation-wide, costs were zooming.

Dominion Bureau of Statistics reports that cost of operating Canada's public hospitals in 1957 was $510.7 million or 12% more than the year before.

A problem: Donations are declining as a percentage of hospital costs.

They may well drop further, if citizens decide that their hospital plan premiums and taxes are sufficient.

Donations by the public in 1957 provided only $14.40 of every $1,000 in income of active-treatment hospitals.

The hospital plan doesn't pay all costs.

Generally, the patient pays for anything additional to basic standard ward accommodation plus regular services and supplies.

So financing remains a thorny subject — though not nearly as prickly as it once was.

Another problem is staff, particularly nurses.

The nation is short of nurses, yet hospital facilities are expanding rapidly.

In Winnipeg recently this created a tragicomic situation.

Despite a shortage of beds and a long waiting list, one hospital had more than 100 beds standing empty. Reason: Not enough nurses.

No doubt there will be many other painful staff and operating problems as the nation breaks in its latest huge social welfare scheme.

Here is a look at provincial variations on the national theme:

B.C.

Hospital insurance began in 1949.

There have been a number of variations in the system of payment. Presently, patients are charged $1 a day for approved acute-care hospital coverage.

In 1954 the provincial retail sales tax was raised from 3% to 5%. The proceeds were not earmarked for the hospital plan, but the increase was a result of the need to finance it. Before 1954, there had been a premium arrangement.

Estimate for the 1959-60 fiscal year puts administration expenses at $476,847 and payments to hospitals at $42 million.

The B. C. plan also adds in grants for construction and equipment to make a total of $49.5 million.

Expected federal contributions: $19.8 million.

Alberta

Financing comes from the patient, municipal, provincial and federal governments.

With certain exceptions the patient pays between $1.50 and $2 per day depending upon the size of hospital.

The municipality pays four mills on an equalized assessment.

Municipalities are held responsible for costs of hospitals they own to the extent that these are considered inefficient.

Last year's operating costs were met $13 million by the federal government, $9.5 million by the province and about $3.5 million by municipalities.

Payments on behalf of patients totaled some $4 million. Province has now taken over responsibility for certain capital costs which will total $3 million in 1959.

Citizens do not have to register, nor do they make direct payments unless they actually go to the hospital.

Present plan started in mid-1958.

Saskatchewan

Hospital insurance began in 1947.

The premium for 1959 is $17.50 per year for single persons, $35 for families. Family rate used to be $45 yr., but federal participation allowed a reduction.

It has been government policy to meet part of the plan's cost from general revenues. One-third of a 3% sales tax (which doesn't apply to food and certain items for farm production) is earmarked for the plan.

Federal contribution this year is expected to be about $13 million, compared with total cost of $33 million. Some $10.5 million likely will come from the treasury and $9.5 million from premiums.

Manitoba

Premium rates are $2.05 a month ($24.60 a year) for single persons and $4.10 a month ($49.20 a year) for families.

It's estimated that premiums this year will net about $12 million compared with estimated cost of $27 million. Most of the remainder will come from the federal share, with the province making up the balance.

A pamphlet issued by Manitoba Hospital Services Plan recognizes a potential bad effect by commenting:

"Establishment of the plan does not mean that voluntary support for hospitals is no longer necessary. Voluntary assistance will continue to be required to make funds available for projects not covered by the plan."

Benefit period No. 1 began Jan. 1.

Ontario

Total projected cost of the Ontario hospital program, including care and treatment in mental and tuberculosis hospitals, is about $210 million in 1959.

Of this, it is expected the federal government's contribution will approximate $74 million.

Nearly half Ontario's share will be met by payments out of general taxation. The remaining half will come from premiums. This premium income will amount to about $75 million.

Premium rates are $2.10 per single person and $4.20 per family per month.

Commission Chairman Dr. R. W. Ian Urquhart says that Ontario definitely intends to bring hospital out-patients into the province's hospital insurance plan.

As a step in this direction, and to encourage further development of out-patient services, the government this year increased its payments to hospitals from 30c to $1.50 per out-patient visit, on an experimental basis.

Plan started Jan. 1.

New Brunswick

Premium here is $2.10 per month ($25.20 a year) for single persons and $4.20 ($50.40) for families.

It's estimated the federal contribution will account for about half the total estimated annual cost of $15 million or more.

The plan will not be financed in any way by returns from the 3% provincial sales tax. There were no tax increases tied formally or otherwise to introduction of the plan.

A provincial - municipal deal gives municipalities the opportunity to cut their indigent care costs by about $2 million.

The province reports that in some cases this may be accompanied by an increase in such care of as much as six times without adding to the local tax rate.

Plan began July 1, and has since been extended to include follow-up care for emergency out-patient treatment following an accident.

Nova Scotia

Nova Scotia rejected a premium plan in favor of its Hospital Tax — a 3% retail sales tax (5% on certain

(Continued on page 26)

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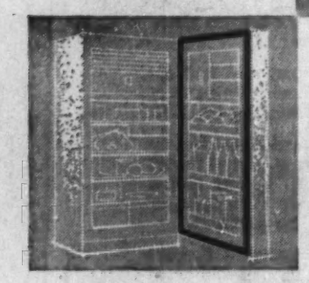

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What's in the Future For Health Insurance?

(CONTINUED FROM P. 25)

items) with exemptions including food, children's clothing, certain drugs, autos, trucks, etc.

This tax thus puts a proportionately greater burden of the cost upon higher income groups.

Estimated cost of the plan this year is between $13 million and $14 million. Federal contribution is expected to be something over 50%.

Health Minister Richard Donahoe has warned:

"I appeal to all members of the public to use the services of our hospitals only in case of real need.

"It would be most undemocratic, uncharitable and unworthy to abuse the plan for any reason."

Plan started Jan. 1.

P.E.I.

Premium reportedly will be $2 a month ($24 a year) for single persons and $4 ($48) for a family.

There have been no tax increases associated with the plan. Federal contribution is likely to run to about 55% of cost.

Feeling that it has Canada's lowest hospital costs, P.E.I. decided it could charge a low premium and still give substantial out-patient benefits.

There is no limit on out-patient treatment except that drugs, biologicals and related preparations are provided only for emergency diagnoses and treatment.

This wide out-patient coverage is expected to reduce pressure for hospital beds.

In some other provinces there has been a tendency for people to try to enter hospital if they find that out-patient treatment is limited or expensive.

What Ottawa Pays

Federal contribution to the various provincial hospital insurance plans covers a portion of the shareable costs calculated on a formula laid down in the Hospital Insurance and Diagnostic Services Act.

In determining the "shareable costs", the federal government excludes:

- **Depreciation,** interest and debt charges.
- **Payments made by patients** at the time of receiving services.
- **Costs of care** provided to patients entitled to care under DVA, Workmen's Compensation or similar legislation.
- **Costs of administering** the insurance program.

The capital costs exclusion relates only to the value of land, buildings or physical plant.

Items such as movable and non-movable technical equipment required by a hospital will be regarded as a shareable cost.

While the federal act does not prevent the use of co-insurance or deductible payments collected from patients under hospitalization, it excludes as shareable items any amount raised by the provinces from this source.

Other important exclusions concern the types of institutions placed outside the cost-sharing agreement. Broadly speaking, there are three:

- **TB hospitals or sanitoriums.**
- **Hospitals or institutions for the mentally ill.**
- **Nursing homes for the aged** or other institutions providing custodial care.

The annual federal contribution to these shareable costs in each province will amount to:

- **25% of the average per capita costs for hospital services in Canada as a whole; plus . . .**
- **25% of the average per capita costs in the province itself,** multiplied by the average of the number of persons in the province who were entitled to insured services at the end of each month in the given year.

This formula gives the provinces an incentive to reduce their hospital costs by efficient operation, since it makes the percentage of Ottawa's contribution higher in provinces where costs are lower than the national costs.

Newfoundland

Even before the federal-provincial deal, Newfoundland had been providing much of the cost of hospitalization.

Thus the new plan was not accompanied by premiums or new taxes.

Newfoundland already had a children's health plan which gave everyone under 16 medical and surgical care, certain out-patient care, hospitalization.

It also had a medical-hospital plan covering almost half the population.

Because of heavy previous commitments, the federal cost-sharing scheme is expected to mean an annual reduction in provincial expenditures of about $1,750,000.

This applies to the first year of federal-provincial operation only, since costs will rise as more badly needed hospital beds are provided.

Estimated cost of hospital insurance is $6 million annually, with about $4 million coming from the federal government.

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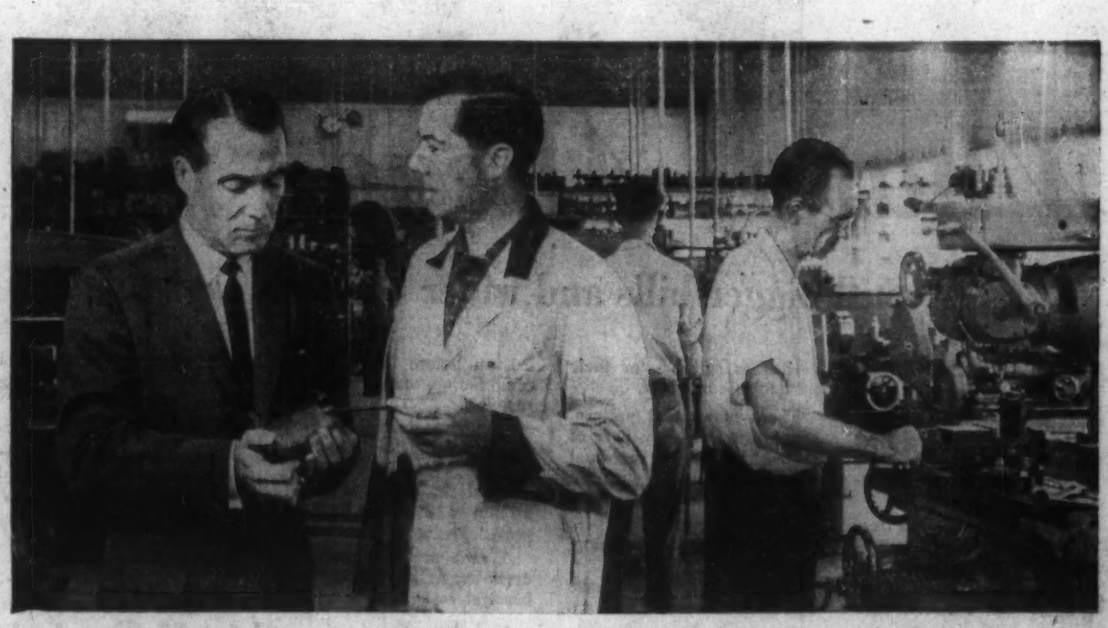

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They're Putting U.S. Invention On the U.S. Map

The Pierson sashless window originated in the U. S. These hard selling Canadian brothers got the Canadian franchise. They've done so well, they're now selling in the U.S. too . . .

From Our Own Correspondent

VANCOUVER — Another Canadian manufacture is making its mark in the U. S. market and, uniquely, it's a product of U. S. origin and design.

Celwood Industries Ltd., of Abbotsford, B.C., with sales in Canada last year of about $4 million, expects to double that by the end of 1960 — now that it's selling in the U. S.

Celwood's main product is the Pierson sashless window, which was designed by a Eureka, California, man some years ago.

But the team that has put it on the sales map is composed of four brothers, Bill, Allan, Richard and J. O. Trethewey, and Celwood's general manager, H. R. Baxter.

R. TRETHEWEY

The window has no sash, has up to 25% more glass area and hence allows much more light into a house or office.

Under U. S. direction, the window made little headway in the U.S. market for one reason or another.

Bill Trethewey heard of the window seven years ago, quickly secured the Canadian franchise.

Yardstick of the Trethewey's success: Forty-five distributors across Canada, from Newfoundland to B. C., put Pierson sashless windows in 15,000 new Canadian homes last year.

Four hundred homes in St. John's, Nfld., got them, indicative of the cross-country sales strength of the West Coast product.

In fact, Eastern Canada is the biggest market.

Celwood's sales now approach 10% of the Canadian residential market, and commercial and institutional business also mounts.

U. S. inventor Ernest Pierson couldn't help but notice the success of the Tretheweys, and offered them the U. S. franchise. They snapped it up.

The Tretheways and general manager Baxter are now busily building up their distributing organization in the U. S. They say the initial market response is good.

Confidence in their ability to sell in the U. S. promoted the Tretheweys to build a new $350,000 plant at Abbotsford, a Fraser Valley community east of Vancouver.

A. TRETHEWEY

Opened in the spring, it now employs more than 80. It's located on a 32-acre site, providing plenty of room for expansion.

The Tretheweys have a three-year program for establishment of distribution facilities in the U. S. They feel they can reach that huge U. S. mass house market despite a 16 2/3% import tariff.

They're concentrating their initial sales effort in the north-east section of the U. S., roughly the area from Chicago to the Atlantic seaboard, and generally the northern half of the U. S., where the colder weather is a factor in building materials.

The Tretheweys and general foursome who deftly put the lie to the suggestion that Canadians lack business enterprise, won't put up risk capital.

Their grandfather, Joseph, was in logging in British Columbia before 1900.

The four brothers are still in logging in a big way.

Yardstick: Their logging interests have increased production from 5,000,000 bd. ft. to 100,000,000 bd. ft. since 1951.

When they started Celwood, Bill and J. O. **owned Abbotsford Lumber Co.**, Allan and Richard had **Trethewey Logging Co.** Celwood was financed by these two companies.

The versatile Trethweys have other interests, however, among them being **Cascade Air Service Ltd.**, a charter aircraft service which operates out of Harrison Hot Springs, also in B. C.'s Fraser Valley.

Then there's **Cattermole-Trethewey Contractors Ltd.**, a major land clearing organization on the West Coast.

BAXTER

One of their recent jobs was the logging of 110,000,000 bd. ft. of trees from the shore of Buttle Lake, on Vancouver Island, preparatory to raising the level of the lake for a B. C. Power Commission hydro-electric project.

This company has also done work in connection with **B. C. Electric (B. C. Power Corp.)** power projects.

The Tretheweys most recent venture, however, was some kind of a pinnacle in their varied careers.

With little or no experience in the scrap metal business, they bid $317,000 for the hulk of the big Canadian cruiser, HMCS Ontario, and were successful.

The success of these unknowns in the "junk business" threw consternation into the ranks of established scrap metal dealers.

The Tretheweys have now employed 35 men to break up the Ontario, to determine what kind of money there is in the scrap metal business.

Giant U. K. Developer On Hunt in Canada

MONTREAL (Staff) — **Land Securities Investment Trust Ltd.**, reputedly the largest commercial real estate developer in the Commonwealth, is seeking wide-scale property investments across Canada.

The London-based company recently moved into British Columbia, purchasing two properties through its subsidiary, **Ravenseft Properties Canada Ltd.**

Clive Behrens, a director of the Canadian subsidiary, told FP the company plans to obtain more land for development in British Columbia and is negotiating in the Prairie Provinces for shopping centres and office building sites.

Company last week acquired the Inns of Court Building in downtown Vancouver from **Porter Enterprises Ltd.**

It is planned eventually to replace the existing two-story building with an 11-story structure for shops and offices.

This project will cost about $4 million.

Second investment in British Columbia is a shopping centre in New Westminster to be known as Royal City Shopping Centre.

Construction of the $1.5 million development has started and leases have been signed with **Dominion Stores Ltd.** and other national chain retailers.

Target date for completion: Early Spring.

Two years ago Ravenseft Properties Canada Ltd. bought the 650-acre Beique Estate in Ville Lasalle, a western suburb of Montreal.

Land there is being sold to Montreal developers and the project is proceeding "along lines envisaged at the time of acquisition." One strip will include a shopping centre.

According to Behrens, Ravenseft is interested in any property that fits its portfolio — commercial developments or sites for sub-divisions anywhere in Canada.

Annual report of Land Securities Investment Trust for year ended March 31 showed net profit of £428,312. The Canadian subsidiary and its subsidiary companies had net profit of £66,025 ($2.73=£1).

Assets of Ravenseft Properties Canada were shown at £1,619,129, including real estate at cost amounting to £1,041,127.

NEW AVIS CORPORATE TRAVEL PLAN ELIMINATES 85% OF YOUR CAR RENTAL ACCOUNTING...

The Plan also eliminates need for car rental cash advances

Suppose you have just 7 travelling men and your monthly invoicing costs are $70. Through the Avis Corporate Travel Plan you would save $60 a month because there's just *one* monthly invoice broken down by individual, branch location, department or any way you specify.

On top of this, the Avis Corporate Travel Plan entitles your company to an initial 10% discount . . . and this *discount becomes progressively bigger the more your men use Avis!*

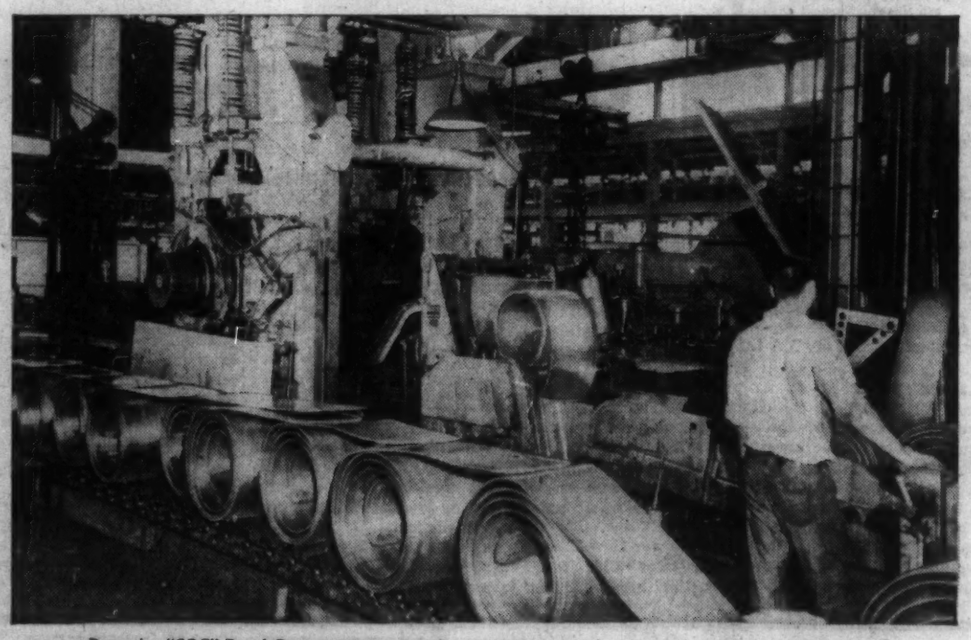
Look into the Plan. You will recognize it as the first *realistically* effective way of reducing your company's business car accounting and costs. Your local Avis station has the *full* story.

Avis RENT-a-CAR

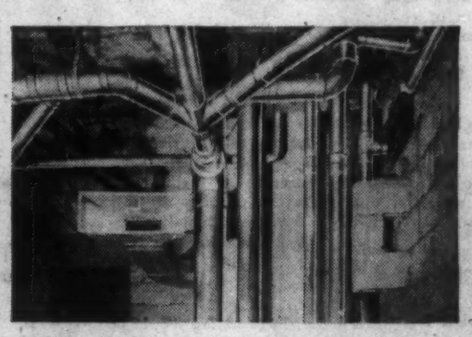
a little more car *...a little more courtesy*

Avis rents all new cars and features Deluxe Pontiacs.

The Avis Rent-a-Car System of Canada • "Serving Canadians Round the World".

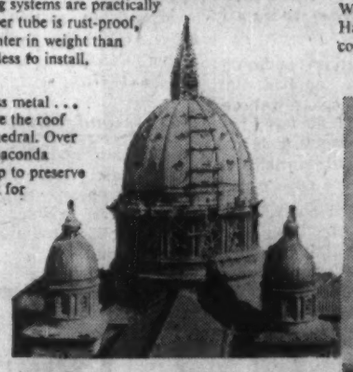


Processing "ORC" Brand Copper at Anaconda's plant in New Toronto, Ontario. Sheet copper is coiled for easier handling as it comes from this 4-high mill.



Copper tube plumbing systems are practically standard today. Copper tube is rust-proof, extremely flexible, lighter in weight than threaded pipe—costs less to install.

Winding generator coils at Canadian Westinghouse plant, Hamilton, for St. Lawrence Seaway . . . 60-75,000 lbs. of copper strap required for each of 8 generators.



Copper . . . the ageless metal . . . was selected to replace the roof of this Montreal Cathedral. Over 150,000 pounds of Anaconda Sheet Copper will help to preserve this historic landmark for generations to come.

Copper tubing in radiant panel, baseboard or convector heating systems provides maximum comfort . . . helps insure lasting, trouble-free service.

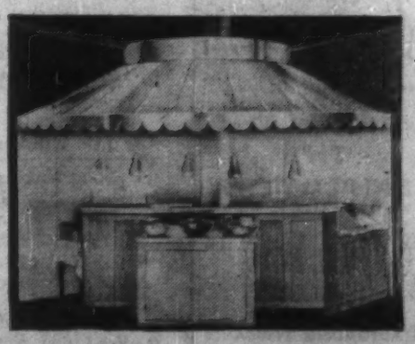
ANACONDA uses INCO ORC* BRAND COPPER

for the production of fine quality copper and copper alloy products

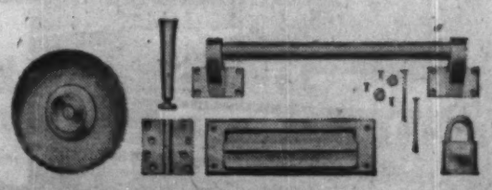
Today there are thousands of uses for copper. Modern manufacturers know copper to be durable, rust-proof and corrosion resistant, easy to work with. They know these qualities make it the ideal metal for a wide variety of building applications. And that copper—with its alloys, brass and bronze—provides many unique effects when used for hardware, appliances and ornamental accessories.

One of the largest consumers of copper in Canada is Anaconda American Brass Limited. They supply Canadian industry with copper and copper alloys in sheet, strip, rod, bar, extruded shape and tube forms, from which many finished products are made. To insure a high standard of quality, Anaconda selects dependably pure INCO "ORC" Brand Copper. *Trademark

Copper eavestroughs and downspouts are important in rain disposal systems.



The warm appearance of this copper canopy and wall adds beauty to the Golden Grill in the Oak Room, King Edward Sheraton Hotel, Toronto.



Hardware items of solid brass or bronze are rust-proof and corrosion resistant.

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INCO TRADE MARK

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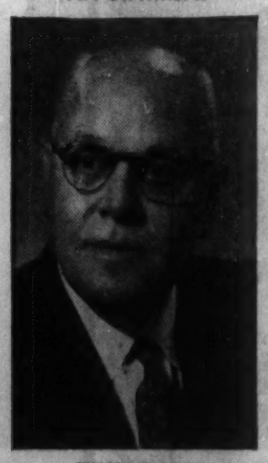
55 YONGE STREET, TORONTO

ANNOUNCEMENT

ROYAL TRUST APPOINTMENT



STANLEY V. SMITH

whose appointment as Supervisor of Real Estate, Western Canada, has been announced by The Royal Trust Company.

Mr. Smith is a Fellow of the Canadian Institute of Realtors; a Life Member of the Building Owners and Managers Association of Vancouver of which he is a Past President; a Past President of the Vancouver Real Estate Board; and a Director of the Canadian Building Owners and Managers Association.

A former member of the Vancouver Parks Board and the Vancouver Town Planning Commission, Mr. Smith is a Freeman of the City of Vancouver, an honour conferred on him in recognition of his services as General Chairman of the British Empire Games in 1954.

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Years of Experience from Coast to Coast

ANNOUNCEMENT

APPOINTMENT

A. C. GOUDIE

Mr. Charles E. Dojack, Publisher and General Manager of National Publishers Ltd., takes pleasure in announcing the appointment of Mr. Alex C. Goudie as National Advertising Manager of our language papers — "Der Nordwesten" (German) "Montrealer Zeitung" (German), "Canadian Farmer" (Ukrainian) and "Croatian Voice," (Croatian). Mr. Goudie was for some years Advertising Manager with the T. Eaton Co., Ltd., Moose Jaw and for the past twelve years he has been in the Advertising Agency field, coming to us from the McConnell Eastman Co.-Ltd., Winnipeg.

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THE EMPLOYERS' ASSURANCE
FIRE, CASUALTY & AUTOMOBILE INSURANCE
Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Windsor, Sudbury, Winnipeg, Calgary, Edmonton, Vancouver.

Profits for You In These Ideas?

Here are opportunities for you to introduce new manufacturing lines . . .

Looking for new opportunities to introduce new manufacturing lines?

This current list of new manufacturing ideas for manufacture in Canada, was compiled by the Industrial Development Branch of the Federal Department of Trade and Commerce from various sources at home and abroad.

The subjects cover glazes and coatings for high temperature applications, steel fixtures for stores, automatic couplings for mine hoists, combination sink and counter top, floor material and a new device for inspecting hot gas streams.

Here's the list.

Plastic Joint

A method of flanging plastic pipe, developed by a British firm, provides joints stronger than the pipe itself and promises wider applications for the larger sizes of polyethylene pipe. The flanges are formed at each pipe end by machine with a minimum of temperature and time for the deformation.

This self - flanging method avoids the oxidation and embrittlement caused by the high temperatures necessary for welded joints.

Metal backing flanges and bolts are used to hold the joints tight. The "Bulldog" Safety Flange is particularly applicable for joints in pipes carrying chemicals, acids, colliery mine water and compressed gases.

The British manufacturer is offering the manufacturing rights for both Canada and the U. S.; patents are pending in both countries. Technical information, drawings or the complete flanging machine will be made available to the licensee. —**Item No. 1021.**

Glazes and Coatings

A number of glazes, protective coatings, cements and insulations have been developed by a British manufacturer which he considers could have application in the Canadian market. These products are used for the protection of refractories and metalwork from corrosion, erosion and abrasion under conditions up to 1,800 deg. C.

1—One strong acid glaze and two alkaline glazes particularly applicable under high temperatures; these serve to prevent abrasion and disintegration.

2—An aluminum paint to protect metal surfaces up to 800 deg. C.

3—An economical high temperature cement with high tensile strength and good durability.

4—A vermiculite insulating composition applied by spray gun or trowel on any kind of surface, refractory or metal. This has resulted in substantial fuel savings where employed.

To an interested party, with suitable factory facilities and the necessary capital, this firm offers technical information and assistance to manufacture these products in Canada under license.—**Item No. 1022.**

Steel Store Fixtures

A U. S. manufacturer of counters, display racks and store equipment would be interested in discussing manufacturing in Canada with a company equipped to produce these sheet metal units.

As the U. S. firm already has distribution in Canada, the manufacture would be on a sub-contract basis.

Literature is available on file showing the wide range of store fixtures, including magazine racks, island, wall and end display units, check-out counters, bulk display tables and other self-service merchandising units —**Item No. 1023.**

For the Kitchen

Combination counter and sink units developed by a British firm are to be licensed for manufacture in Canada. Each unit consists of a molded fibre glass sink with a counter top section of Formica, Arborite, Panelyte or similar material, with a permanent fusion joint between the sink and counter.

The British series features a kitchen sink and drain board with a variety of two-tone counter tops, as well as bathroom, laundry and other kitchen sinks. These units are used in hotels, homes, restaurants, and on board ships and trailers. Leaflets illustrating these units available on loan.—**Item No. 1024.**

Hydraulic Valve

A British manufacturer of pneumatic and hydraulic equipment is offering to license its hydraulic valve to control single acting agricultural or industrial tractor three point lifts. The valve operates at 2,250 p.s.i. with 6.5 g.p.m. SAE 20 oil.

The unit is designed for simple tractor integration. Poppet type valves are employed to reduce restriction to flow and to simplify maintenance. The use of these valves also improves operator control. Check, relief and isolator valves are incorporated.

Drawing and description available on loan. — **Item No. 1025.**

Steel Work Paints

Micaceous iron oxide, mined in Britain, is the basis of a pigment used by a British paint firm. The corrosion protection provided by this special pigment is outlined and illustrated in a booklet available on loan.

For further information on these items, write R. B. Hayden, director, Industrial Development Branch, Department of Trade and Commerce, Ottawa. Item number should be quoted.

The British firm now proposes to have these paints made in Canada under license or manufacturing arrangement with a Canadian paint firm. The British firm would provide the iron oxide and any technical co-operation required. — **Item No. 1026.**

Polyester Wood Finish

A British manufacturer of polyester wood finishes is offering formulae and technical information to a Canadian paint firm under a royalty agreement.

The pamphlet available describes alternative methods of application to provide durable glossy finishes which will withstand cigarette burns, hot plates, household detergents, and stains from alcohol, fruit juices etc.

Further information would be available by an exchange of correspondence, so that a comparison could be made with similar Canadian finishes. — **Item No. 1027.**

Polishes and Cleaners

A German manufacturer of polishes and cleaners, with many European subsidiaries and licensees, is interested in introducing his products to the Canadian market.

The first product group comprises household cleaners and polishes for metals, floors, furniture, windows, stoves and shoes.

The second group includes articles for the maintenance of automobiles: car polish and wax, chrome and nickel polish, grinding paste, abrasive polishing paste, tire paint, tar and stain removers, window cleaner and various conservation agents.

Lists of the two product lines are available on loan from Ottawa. Samples will be available from the manufacturer to a Canadian enterprise interested in negotiating a licensing agreement.—**Item No. 1028.**

Vinyl Floor Material

A Berlin company is interested in selling the Canadian rights to its plastic flooring material which is applied as a paste or semi-solid plastic, using hand troweling methods.

These materials are produced from polyvinyl acetate in a range of blended colors as well as solid colors.

According to the brochures, the finished floor after four days' curing or hardening, is similar to a tiled floor but is seamless, waterproof and well bonded to the concrete or other sub - floor. Samples and brochures are available on loan.—**Item No. 1031.**

Rail Joints

A German partnership dealing in patents and patented products for mining and industry, is seeking to license the following products for manufacture in Canada:

(a) Rail couplings.

(b) Automatic oiler for compressed air lines.

(c) Automatic uncoupler for mine hoists.

(d) Air control door for mines.

The rail couplings are used in mines, quarries and industrial yards where their simplicity speed the relocation of trackage. No bolts or fish-plates are required; a long key-wedge holds the rails tight in the body of the coupler.

Illustrated leaflets in German are available on the air line oilers and the rail couplings; details on the other two inventions would be available from the partners in Germany.—**Item No. 1029.**

Diesel Engine Designs

Two series of lightweight engines have been built and tested by a small U. S. development company and manufacturing arrangements are now being discussed. Three, four, six and eight cylinder, two cycle, engines of the "A" series develop 75, 100, 150 and 200 hp respectively, with an average weight ratio of less than 9 lb. per hp.

(Continued on page 29, col. 4)

"SI SENOR, IT'S FROM CANADA!"

THE CANADA IRON GROUP
— entirely Canadian

CANADA IRON FOUNDRIES, LIMITED
Castings, Machinery
Cast Iron Pipe

DOMINION STRUCTURAL STEEL LIMITED
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C. W. CARRY LTD.
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WESTERN BRIDGE AND STEEL FABRICATORS LTD.
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PRESSURE PIPE COMPANY OF CANADA LIMITED
HYPRESCON Reinforced Concrete Pressure Pipe and Fittings
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PRESCO Concrete and Haydite Masonry Units
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Electric Motors
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Transportation, Logging and Mining Equipment

C41Q

"Yes, my friend, it is the best cast iron pipe . . . it is Canada Iron pipe. It came all the way from the Trois Rivières plant of Canada Iron Foundries, Limited, by ship and truck to our town of El Tigre in north-central Venezuela."

After a careful review of pipe products and suppliers, Venezuela's Instituo Nacional de Obras Sanitarias chose wisely . . . Canada Iron cast iron pipe . . . for the community water services of El Tigre. Some 5400 tons of pipe, amounting to 65 miles in length, were shipped 4000 miles for this installation.

The Canada Iron Group proudly adds this South American installation to its long list of projects for Canadian communities and industries from Halifax to Vancouver. Rely on the Canada Iron Group to supply highest quality products and unrivalled service . . . anywhere in the world.

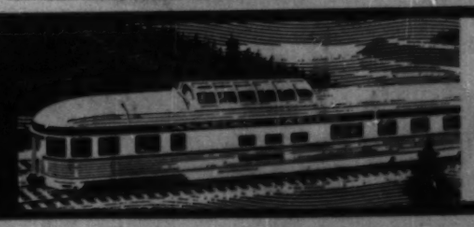
Canada Iron
foundries, limited
HEAD OFFICE: 921 SUN LIFE BUILDING, MONTREAL, QUE.

there's something special about
cross-Canada
SCENIC DOME
travel

WHAT FUN! . . . sight-seeing from coaches or panoramic Scenic Domes aboard "The Canadian" and "The Dominion". What comfort! . . . from comfortable berths to deluxe Drawing Rooms. And what hospitality! . . . tasty snacks and meals in the Skyline Coffee Shop or deluxe dining in the Dining Room Car. Make your next trip an exciting Scenic Dome experience . . . go Canadian Pacific . . . at no extra fare!

Enquire about Canadian Rockies All-Expense Tours
2, 4, 6 and 7-day tours from $54.

Canadian Pacific
longest dome ride in the world
Daily service between Montreal-Vancouver; Toronto-Vancouver



For full information and reservations, see your local travel agent, any Canadian Pacific office

MEN
WHO THINK
OF TOMORROW
PRACTICE
MODERATION
TODAY

The House of Seagram
DISTILLERS SINCE 1857

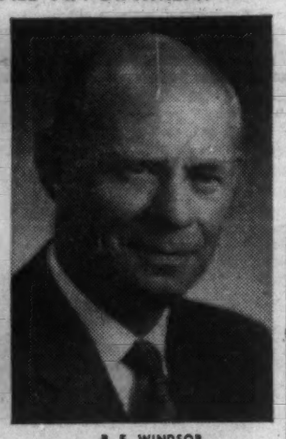
PACKAGE LAB

Canadian International Paper Co. will spend $100,000 for a research lab to produce better corrugated containers and paper bags. It will be housed in the new Montreal-area plant of subsidiary **Hygrade Containers Ltd.** Among other things, the lab will gauge the effect of temperature and humidity extremes on various packagings.

ANNOUNCEMENT

CANADIAN CRITTALL APPOINTMENT

R. E. HOPKINGS



P. E. WINDSOR

Mr. R. E. Jacob, President of Canadian Crittall Metal Window Limited, is pleased to announce the appointments of Mr. R. E. Hopkings, Chief Engineer; and Mr. P. E. Windsor, General Sales Manager, to the Board of Directors. Mr Hopkings has been with the Company for 40 years, and Mr. Windsor for 31 years, and both are well-known throughout the Trade. The Company, whose Canadian Head Office and Factory is at 685 Warden Avenue, Toronto 13, manufactures Steel and Aluminum Windows, and has been continuously in this business in Canada since 1906.

Whopping 484% Gain In New Construction

Here's the latest rundown on Canada's booming construction industry . . .

Industrial construction is holding the spotlight in Canada's construction picture these days.

A 484% gain during August, 1959, has pushed the eight-month cumulative total for industrial building 34.1% higher than for the same eight-month period last year.

For August, 1959, $45.6 million against $7.9 million for August of last year.

For the eight-month period: $212 million this year against $158.1 million in 1958.

National cumulative total of construction contract awards for the first eight months of 1959 was $2,107.6 million, $214.5 million or 9.2% below the 1958 figure.

Percentage changes for the various categories as reported by **Hugh C. MacLean Building Reports** when comparing the eight-month total for 1959 and 1958:

Residential, down 17.9%;
Business, down 9.8%;
Industrial, up 34.1%;
Engineering, down 6.4%.

By regions:

Maritimes, down 17.3%.
Quebec, down 12.5%.
Ontario, down 15.2%.
Western region, up 10.4%.

Announcement by the federal government of direct loans will strengthen the residential category in the fall and winter.

Total of contracts for August, 1959 was $315.1 million, down 1.9% or $6.2 million from the previous August. For the month, industrial gained 484.6%; engineering was down .08%; business was down 12.5%; and residential was down 23.4%.

Regional gains of 7% and 6.9% were recorded in Quebec and Western region respectively.

Metropolitan trends: Both Montreal and Toronto show decreases in volume during the first eight months of 1959. Toronto's total for the period is $306.9 million, down $98.3 million from the 1958 figure while Montreal, at $330.4 million this year, is $137.5 million lower than last year's figure.

Comparative national figures for August, 1959, in millions of dollars, for each category (with 1958 figures in brackets) are:

Residential, $95.5 ($124.6); business, $99.4 ($113.6); industrial, $45.6 ($7.9); engineering, $74.6 ($75.2).

Comparative regional cumulative figures for the first eight months of 1959 in millions of dollars (with 1958 figures in brackets):

Maritimes, $173.3 ($209.6).
Quebec, $558 ($637.8).
Ontario, $883.4 ($982.8).
Western, $543 ($491.9).

Regional analysis for August, 1959:

Good gains in residential, industrial and engineering pushed the **Maritimes** total up to $35.1 million, a gain of $10.5 million over August, 1958.

Quebec: Gains in business, industrial and engineering kept the total of $103.8 million ahead of the August, 1958 total by $6.8 million.

Ontario: In spite of a good gain in industrial, losses in the other three categories nullified this and the total for the month of $94.9 million was down $35.2 million from last year.

Western region: Residential, business and industrial were all ahead in the Western region. Total for the month was $81.2 million, $11.8 million ahead of August, 1958.

1959 National cumulative total, Jan.-Aug.

	$ millions	% change from '58
Residential	734.2	—17.9
Business	653.8	—9.8
Industrial	212.0	+34.1
Engineering	487.6	—6.4

New Ideas For Profit

(CONTINUED FROM P. 28)

The "B" series has smaller cylinders, with a power output of some 10 hp per cylinder.

Among the many interesting design features is a patented automatic timing control which allows the engine to be operated, under load, at low rpm without burning the injector tips or damaging the engine. This feature is a distinct advantage to trucks operating in heavy traffic and for marine use.

Canadian manufacturers interested in seeing these engines should contact **Hedges Diesel Inc.,** Box 610, Marlton, New Jersey (Telephone EAstgate 1-0100).—**Item No. 1030.**

Analogue Multiplier

An electronic high speed analogue multiplier requiring neither precise adjustment nor the selection of high stability components. The invention provides four-quadrant multiplication of good linearity and requires the minimum of attention in use.

Multiplication is performed in a phase-sensitive detector which combines two signals derived from the inputs by phase and amplitude modulation of a carrier.—**Case No. 2736.**

Enquiries about the following cases should be sent to Canadian Patents & Development Ltd., National Research Building, Sussex St., Ottawa. Please quote case number.

Sine and Cosine Potentiometer

This sine/cosine potentiometer requires only simple production techniques. The angular functions arise from the geometry of the system not from a template, special winding, or gearing.

The device is accurate, though simple, and inexpensive; and is well suited to production line methods.—**Case No. 1582.**

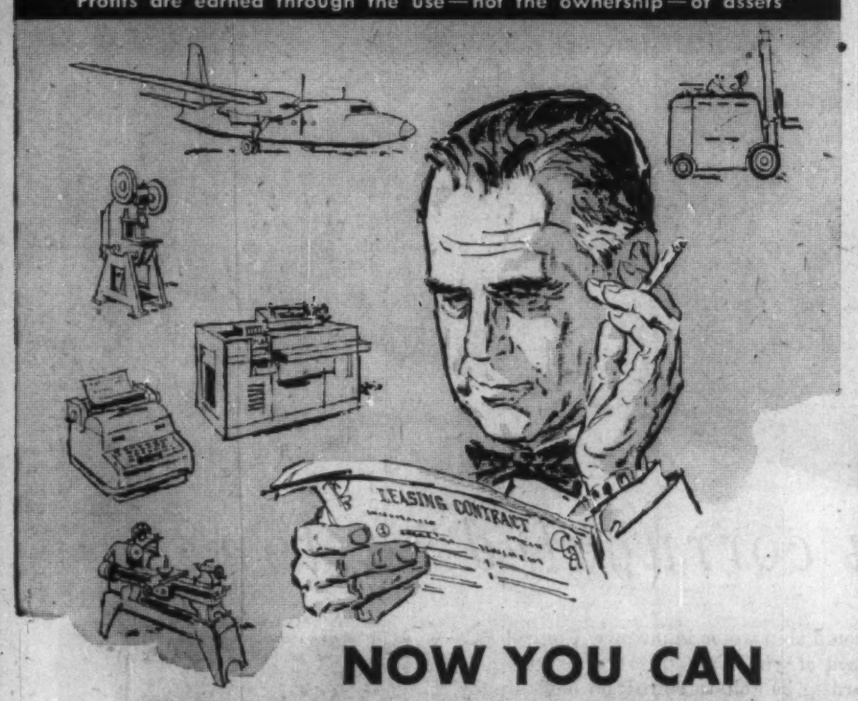
It provides close regulation with high stability and has a low output impedance and a wide range of output voltage.—**Case No. 2798.**

Flame Inspection

This is a device for optical inspection of areas in hot gas streams, with extremely simple but effective protection from fouling with soot. The optical path is not affected by vibration. It may be combined with optical pyrometers or other instruments or used for direct viewing.

Designed to view the afterburner flame in a jet engine, the invention may be used to inspect the insides of combustion chambers and similar locations.—**Case No. 2697.**

"Profits are earned through the use—not the ownership—of assets"



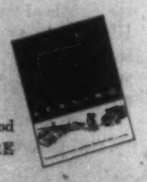
NOW YOU CAN
LEASE EQUIPMENT
—for greater operating profits

Leasing keeps you competitive—through the immediate use of up-to-date equipment and facilities.

Leasing frees capital—for other expansion plans, or for more profitable use elsewhere.

Leasing conserves credit lines. Only a minimum of cash is required to give you the profit-making potential of the equipment you need, *independent of your own sources of credit.*

Lease payments are deductible. Leasing allows the full realization of profit from equipment AND capital, avoids dilution of company ownership, and can be a means of raising cash through the lease-back technique. Leasing is flexible—you can acquire virtually any type and amount of equipment. Plan your modernization and expansion with us now.



To help you better understand this modern-day business method
WRITE FOR NEW "LEASING" BROCHURE

CDL
CANADIAN-DOMINION LEASING
CORPORATION LIMITED
Dept. A, Canada Permanent Building, 320 Bay Street, Toronto, Ontario

I-51A

ANOTHER GREAT CANADIAN BUILDING ENJOYS YEAR-ROUND WORKING COMFORT...

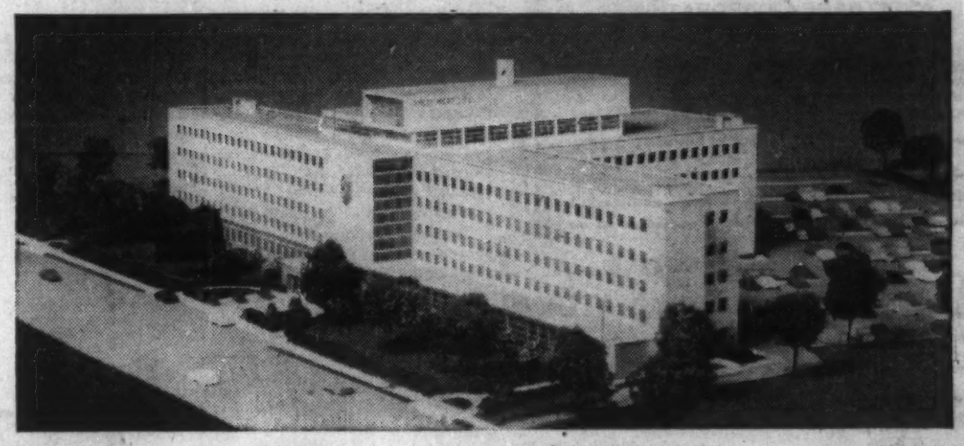
with air conditioning and heating equipment by

TRANE

COMPANY OF CANADA LIMITED, TORONTO 14
Manufacturers of
equipment for air conditioning,
heating, ventilating.

Destined to be one of the great insurance centres of Canada, this modern head office for The Great-West Life Assurance Company is completely air-conditioned by TRANE. Each office has an Induction UniTrane supplying heated air in winter, cooled air in summer to give the ultimate in working comfort. Cooling is achieved by a Trane CenTraVac supplying chilled water to Induction UniTrane units. Staff will enjoy perfect comfort in any weather . . . thanks to this TRANE installation!

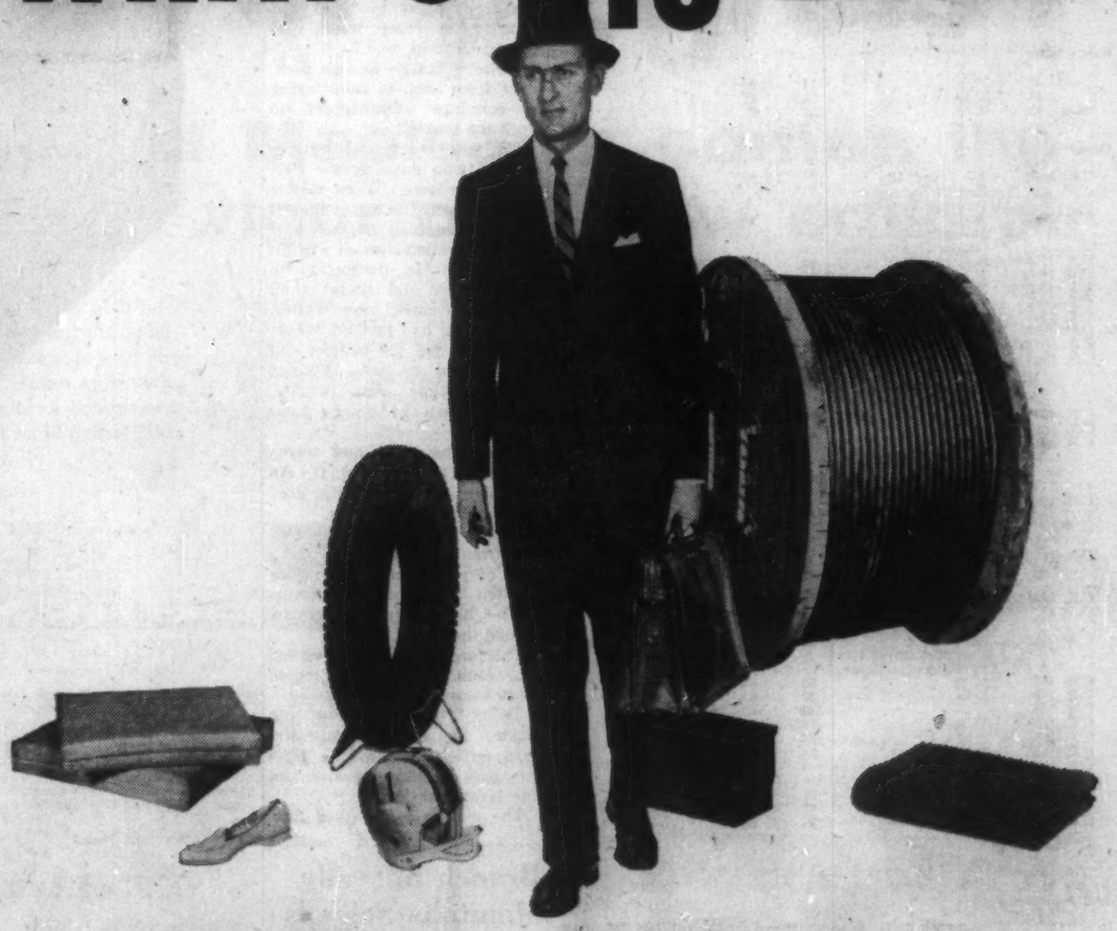
For more information about complete TRANE weather-control in new or existing buildings, phone your nearest Trane branch or write:



NEW HEAD OFFICE BUILDING,
THE GREAT-WEST LIFE ASSURANCE COMPANY, WINNIPEG
Architect: Marani and Morris, Toronto
Associate Architect: Moody Moore, Winnipeg
Consulting Mechanical Engineer:
H. H. Angus and Associates Limited, Toronto
Mechanical Contractor:
Randall and Company Limited, Winnipeg

TPS-59-3A

WHAT'S HIS LINE?



THE OBJECTS in the picture weren't put in just to confuse you. They're a clue. All of them are made wholly or partly from the same basic raw material—the material which is the "line" in question.

What *is* this line? It's *synthetic rubber*—manufactured by the Polymer Corporation of Sarnia, Canada, under the trade name of Polysar*. The fact that the products pictured here are so varied is an indication of the increasing versatility of Polysar rubbers. There is scarcely an industry which, during the past ten years, has not benefited from their use—in product improvement, simplified manufacturing methods, reduced costs, or in the actual creation of *new* products.

The research and manufacturing techniques that enabled the Polymer Corporation to offer this uniquely versatile rubber to industry, have at the same time resulted in Canada becoming one of the world's major sources of synthetic rubber. The 25 different kinds of Polysar rubber now being produced reach almost every world market through distributors in 36 countries.

It is very likely that Polysar rubbers can bring some important advantage to *your* industry. Within the world-wide Polymer organization, there is a representative ready to advise you. A letter to the Marketing Division, Polymer Corporation, Sarnia, Canada, will put him in touch with you.

*Registered trade mark
POLYSAR
Synthetic Rubbers

Products of the
POLYMER CORPORATION LIMITED
Sarnia • Canada

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PROFITABLE 5½%
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ADDRESS

How Bicks Clicked In Pickles

This Dutch family came to Canada 20 years ago and went farming. Here's how they became pickle barons . . .

Put pickles in front of Canadians and they'll eat them.

Walter Bick, driving force behind **Bick's Pickles of Ontario** practices his philosophy so well that from 1951, when it started, to 1958 he has doubled his company's turnover each year.

Walter Bick, 42, shows what can be done with ideas and energy. Here's how the company has grown:

- **1951:** The Bick family and seven helpers produced 4,500 cases of two kinds of pickles.
- **1958:** company, with 140 employees at peak period, produced a million cases of 33 different kinds of pickles.

The Bick family came to Canada from Holland in 1939. They settled on a 116-acre farm, called Knoll View, in Scarborough, Ont., just outside Toronto.

For 12 years they were small farmers, growing cucumbers, cabbages and cauliflowers. There was also a herd of pure bred Jerseys.

"We produced a few barrels of dill pickles for the restaurant trade," explains Walter. "But it didn't amount to very much."

Looking around he realized there were no fresh pasteurized pickles on the consumer market in Canada.

"You can only eat a certain amount of cured pickles," says Walter. "Why not offer fresh pickles that people can nibble at any time?"

WALTER BICK

In 1951 the family got rid of the cattle and cleaned out the main barn, 120 ft. by 60 ft., on the farm.

That year everything was done by hand. Cucumbers were cleaned and sterilized in a hot water tank, jars were filled by hand and some 4,500 cases were sold around Ontario.

Walter's father, George Bick, went from shop to shop trying to convince storekeepers to stock the pickles.

"It was independent storekeepers who gave us the first break," he says. "Then it was harder to sell five cases than it is to sell a carload today."

The operation showed a profit that year. "In proportion to turnover we did better than some years since" says Walter.

"Then we had just the whole dill pickle and the quarter dill pickle. Now we have 33 kinds which include chili sauces, pickled cauliflower and peppers."

Today the plant and warehouses cover 35,000 sq. ft. An extension on the buildings goes up regularly every year.

During the fresh pickle season, from late June to October, 65% of yearly production goes through the plant. This means 7,000-8,000 cases a day working around the clock.

This production is stored for year round sale in warehouses coast-to-coast.

Today from the time the pickles are emptied onto the first sorting belt to the time they pass checking operators the line is automatic.

The pickles are washed four times, the packing done by machine and the finished product sterilized.

New pasteurizing plant is coming into use and soon Walter hopes they will have a machine in use that will pack filled jars into cartons for shipping.

Pickles are also salted down in vats to be used during winter production of preserved chili relishes and mixed pickles.

The new buildings have sprung up around the old farmhouse. Everything possible is mechanized and the company used four fork-lift trucks for loading, unloading and moving products between buildings.

Walter Bick is a volatile man who says he learns from everybody and everything. He works 18 hr. a day during the season, slacks up very little in the winter.

He says: "We work as a team. My father is president, Alf Turner is the vice-president in charge of production and I'm vice-president and general manager. We now have a share-out system and a retirement plan for employees."

Three years ago the company began exporting to Jamaica; recently it added Trinidad and now has agents in Barbados and British Guiana.

But in spite of its size and expansion the business has no sales manager, no comptroller, none of the structure of a business in the million dollar plus bracket.

Walter inquires into everything and has a flair for knowing which design bottle cap will help to sell best, how much can be invested in new machinery.

"This way we can keep on top of everything" he says.

Other comment from him:

- **"You have to put pickles in front of people** and promote them by merchandising."
- **"We have always sold on quality,** crispness and freshness. We don't add any preservatives to our pickles."
- **"We cannot afford** to have one dissatisfied customer across Canada."
- **"We pick up everybody's advice.** One of our staff suggested consumer panels—now we have them all across Canada."
- **"I like looking around stores and picking up ideas.** I got the idea of a glass jar looking like a barrel from a store in the States. Five items are now packed in this barrel-jar and they are our top sellers."
- **"The jars have to be attractive,** the label design attractive. And of course the pickles have to be first-class."
- **"If one small store only sells one case of Bick's pickles a week — that's 52 cases a year."**

Each consumer panel consists of a lawyer, doctor, taxi driver, clerical worker, farmer and two members from factories. They continually test both new and regular products.

"From Victoria to St. John's we find an amazing uniformity of likes and dislikes in the pickle field," comments Walter. "Why I don't know. But on a new type of pickle all panels will pick the jar with the same amount of sugar, acid and spicing."

Perhaps the secret of Walter Bick's success is that he has such an inquiring mind. He saw a market in fresh pickles that had a potential and he was not afraid to go after it.

The future? "Well," he says "the expansion rate must slow down. So far we have never been able to meet the demand for our fresh pickles. We sell out before the new season starts."

So, watching the sales graphs climb higher, he's planning where the next new building will go.

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BY LUXURIOUS DC-7C's
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MONTREAL and NEW YORK
See your TRAVEL AGENT, or call KLM
THE WORLD OVER KLM ROYAL DUTCH AIRLINES

ANNOUNCEMENT

United Tire Sales—Appointments

MORRIS A. SHERKIN

J. DOW

CHAS. O. SHERKIN

J. M. SHERKIN

Mr. H. Sherkin, President of Sherkin Bros., announced the appointments of Senior Executives.
Mr. Morris A. Sherkin is Senior Vice-President, in charge of production.
Mr. J. Dow, Secretary-Treasurer, has been made a director of the company.
Mr. Chas. O. Sherkin, Vice-President in charge of Commercial Sales.
Mr. J. M. Sherkin has been appointed director of the company and is to take charge of Retail Sales.

PUBLIC NOTICE
PETROLEUM AND NATURAL GAS LEASES
IN THE
GILBY, PEMBINA, SWAN HILLS AND OTHER AREAS

The undersigned will receive up to 2:00 o'clock in the afternoon on the 15th day of October, 1959, offers to purchase a Petroleum and Natural Gas lease for each of the following parcels of land, namely:

Parcel No.	Part	Sec.	Twp.	Rge.	Mer.	Acreage
Gilby						
9	N.E.¼	32	40	3	5	165
10	N.½	10	41	3	5	320
11	S.E.¼	10	41	3	5	160
12	S.½	11	41	3	5	320
Pembina						
435	All	22	48	6	5	640
436	All	27	48	6	5	640
437	N.½ and S.E.¼	31	46	8	5	480
438	W.½'s 6 and 7	6	47	8	5	640
439	N.½'s 35 and 36		46	9	5	640
440	S.E.¼	11	50	9	5	160
441	N.½ and S.E.¼	12	50	9	5	480
Swan Hills						
40	W.½	14	67	10	5	320
41	W.½	23	67	10	5	320
42	W.½	26	67	10	5	320
Other Areas						
C.R. 1636	All 7 and 18 Except Natural Gas in Viking Zone		29	5	4	1280
C.R. 1637	All 17 and 20 Except Natural Gas in Viking Zone		29	5	4	1280
C.R. 1638	S.½ and N.W.¼	24	43	15	4	480
C.R. 1639	N.½	28	29	21	4	320
C.R. 1640	S.½	30	29	21	4	318
C.R. 1641	E.½	33	29	21	4	320
C.R. 1642	W.½	29	48	21	4	320
C.R. 1643	All	6	49	21	4	639
C.R. 1644	W.½	24	29	22	4	320
C.R. 1645	N.E.¼ Except Natural Gas in Glauconitic Sandstone Zone	26	29	22	4	160
C.R. 1646	W.½	36	29	22	4	320
C.R. 1647	N.½	12	56	22	4	323
C.R. 1648	All Except Natural Gas in Basal Quartz Sandstone Zone	4	40	23	4	639
C.R. 1649	Those portions of the W.½ of 30 Outside Samson Indian Reserve No. 137		43	23	4	249.3
C.R. 1650	All Except Natural Gas in Wabamun Zone	20	30	1	5	638
C.R. 1651	All Except Natural Gas in Wabamun Zone	29	30	1	5	639
C.R. 1652	All Except Natural Gas in Wabamun Zone	30	30	1	5	639
C.R. 1653	W.½	20	63	10	5	320
C.R. 1654	E.½	20	63	10	5	320
C.R. 1655	W.½	28	63	10	5	320
C.R. 1656	W.½	24	63	11	5	320
C.R. 1657	E.½	24	63	11	5	320
C.R. 1658	E.½	34	63	11	5	320
C.R. 1659	E.½	3	64	11	5	320
C.R. 1660	E.½	10	64	11	5	320
C.R. 1661	All	21	64	13	5	640
C.R. 1662	All	22	64	13	5	640
C.R. 1663	All	23	64	13	5	640

Any lease that may be granted shall be issued in the form prescribed by the Minister of Mines and Minerals pursuant to Part VI of The Mines and Minerals Act.

The offer in each case must be accompanied by the full amount of the purchase price together with the rental at the rate of $1.00 an acre for the first year, and the lease fee of $10.00. The full, correctly spelled, name of the person for whom the offer is made, followed by his occupation, should be indicated.

The purchase price, rental and fee in Canadian funds must be in the form of cash, bank draft, certified cheque on a chartered bank or certified Treasury Branch cheque payable to the Provincial Treasurer.

Anyone may ask that if his offer on one parcel is not accepted that he be considered on another parcel providing his order of choice is clearly stated and that the amount of his remittance is sufficient to satisfy the purchase price, rental and fee on the further choice.

The offer should be mailed to the undersigned or may be handed to the Director of Mineral Rights, Room 234, Natural Resources Building, Edmonton.

The right is reserved to reject any or all offers received and to refund to the person making an offer the moneys received from him.

To avoid any misunderstanding it is stated that the lease, if issued, will be subject to the royalty, that may from time to time be fixed by the Lieutenant Governor in Council pursuant to Section 268 of The Mines and Minerals Act and any offer to receive consideration must be on a strictly cash purchase basis.

H. H. SOMERVILLE,
Deputy Minister of Mines and Minerals.

August 28, 1959.
EDMONTON, Alberta.

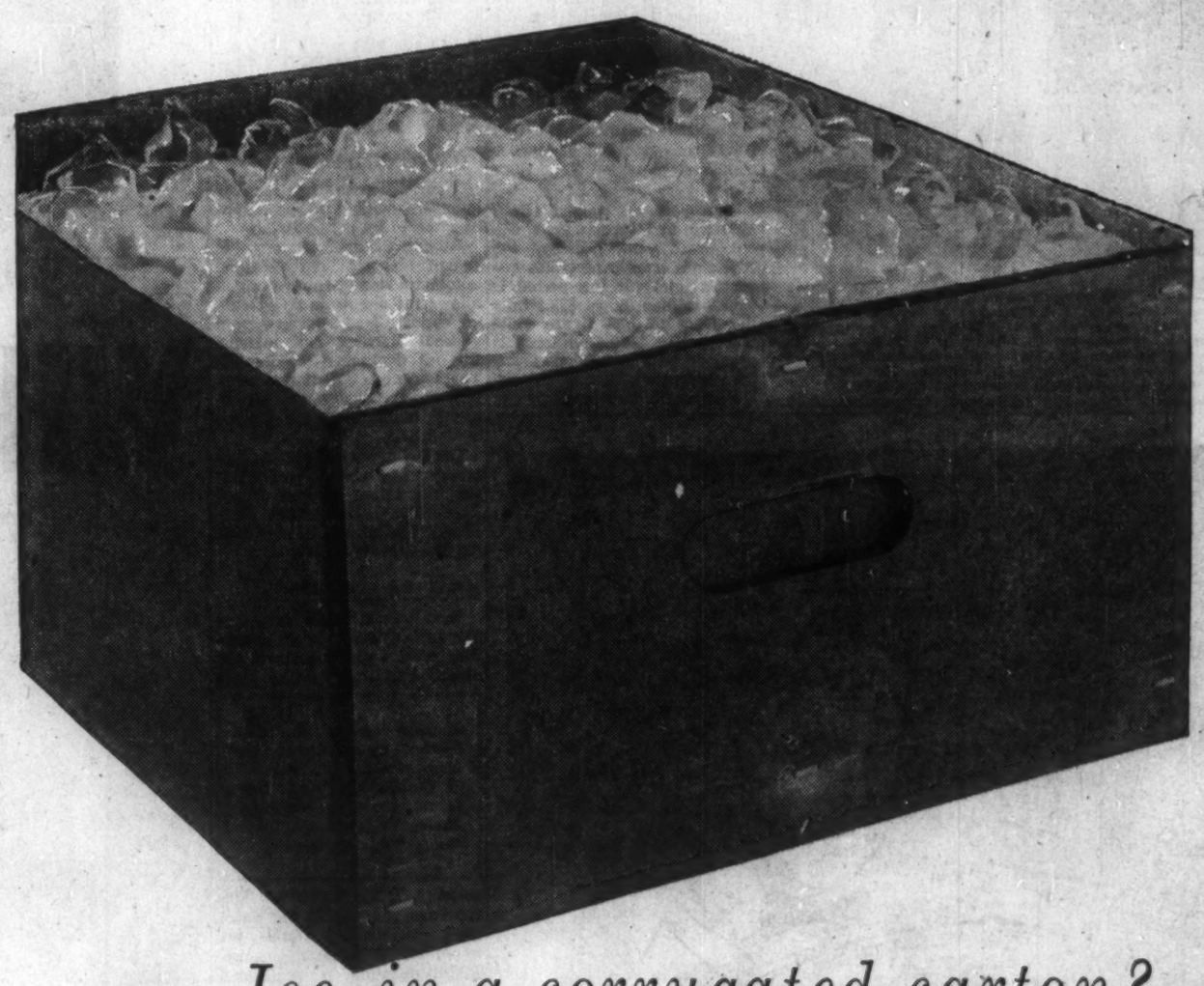
Branch to Study Manitoba Schools

A research branch to study methods of teaching, curriculum, selection of texts and examination methods and procedures throughout Manitoba's public school system has been set up by the provincial department of education.

Supervisor of research is Sidney George Denham, 50, for the past eight years a provincial school inspector.

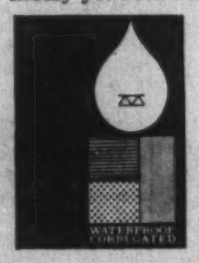
New research branch will be concerned with all phases of education, from improved teaching procedures to methods of examination. It will also encourage and assist original research in education by individuals and groups outside the department of education.

Ross E. Vasey has been appointed assistant director of administration in the department of education. He was formerly school inspector for Fort Garry and Ritchot municipalities.



Ice-in a corrugated carton?

Actually you could ship water in our new Control-Pak corrugated board if you wanted to! It is the first corrugated board to be able to withstand moisture for indefinite periods. It can be stacked while wet without danger . . . can be left sitting in fields or on shipping docks without any weather worries. It has all the insulating qualities of regular corrugated . . . the lightness that means economy in shipping. It saves storage space because it arrives knocked down. It takes printing admirably and is far more economical than wooden boxes or crates. It is so new and so remarkable a Hendershot product that its infinite variety of uses has hardly yet been discovered.



Wet Strength—Control-Pak does not lose its strength when wet. Cartons can be designed to let melting ice drain off . . . or to keep water in.

Free—A booklet illustrating the details of Control-Pak and other Hendershot corrugated products is available. To get one just have your secretary send us your name and address.

HENDERSHOT
paper products limited Box No. 508, Burlington, Ontario Telephone, NElson 4-3525 Toronto, EMpire 4-2309

Comments Invited In Housing Study

Committee recently appointed by the Royal Architectural Institute of Canada, in co-operation with the federal government, to study housing in Canada, (FP, Sept. 5) invites written comments from real estate, building, consumer and municipal groups.

When the committee makes its cross-Canada winter tour, those who send in briefs on housing will be called on for more information.

Material should be submitted by the following dates:

- From points between Lake Superior and the Rockies: Oct. 10.
- From other points in Ontario and from Quebec: Oct. 18.
- From all other points in Canada: Nov. 6.
- National organizations prepared to appear in Ottawa: Dec. 31.

Each statement should be submitted on lettersize paper, in eight copies.

Name, office held, address of the person who will appear before the committee and answer questions about the material should be at end of brief.

Address briefs to: Alan H. Armstrong, secretary, Royal Architectural Institute of Canada, committee on residential environment, 88 Metcalfe St., Ottawa 4.

MRS. ROBERT N. MCCOLLUM

Comfortable in our new Vancouver home.

"My husband and I always wanted EMCO fittings and 'Magic-Heat' baseboard heating in our home so when we built this new one they were first choice . . . and our confidence has been fully justified in convenience and dependability."

Emco Limited, London, Canada

Forest Fire Fighters Plan Co-operation in Research

Special Correspondence

WASKESIU, Sask.—Top forestry officials from government and industry in Canada and the U. S. are meeting at this national park resort this week to map battle plans against forest fires.

Aim of the third National Forest Fire Research Conference: A co-ordinated program of research.

More than 125 officials from both sides of the border are attending the conference, sponsored by the Woodlands Section of Canadian Pulp & Paper Association.

Forest fire research is being pushed on six major fronts:

- **Lightning fire hazard.** Researchers are investigating the causes, formation pattern and courses of lightning storms.

Ultimate aim is to control lightning, rendering it harmless.

Avenues being investigated include means of diverting and dispersing storms. The work will be co-ordinated by the Pulp & Paper Research Institute of Canada.

- **Development of a pocket fire extinguisher.**

These small portable units, designed chiefly for woods workers, would be used against small fires to prevent them from spreading.

- **Fire-retardant chemicals.**

These chemicals, added to water, form a mixture more effective in knocking down fires than water alone.

A number of chemicals, their usefulness, availability, cost and application are being investigated.

- **Improvement of radio communications on the fire lines.**

Good communications are essential for ground crews, aerial spotting and water-dropping crews, mobile surface units and service and supply groups.

- **Fire behavior,** a subject on which there is little scientific knowledge.

They are hoping to discover the burning rate for various forest growth, effect of topographic, climatic and specific weather conditions on specific fires and similar data.

- **Elimination of logging slash,** one of the continent's big fire hazards.

Slash—remnants of trees left in the woods as a result of logging soon become tinder-dry and capable of turning a small spark into a holocaust in a matter of seconds.

FORESTRY PROJECT

A pilot project is under way in Alberta designed to find the best methods of securing high volume and quality production from mixed-woods forests on a sustained yield basis. Tree-cutting under the plan will start this winter on a timber berth in Alberta's experimental Whitecourt Pilot Management Unit, 125 mi. northwest of Edmonton.

Will Award $25 Million In Contracts

MONTREAL (Staff) — **Webb & Knapp (Canada) Ltd.** soon will award $25 million in contracts in connection with construction of the cruciform building in the huge Place Ville Marie development.

Contracts will cover exterior, walls, elevators, electrical, plumbing, heating and air conditioning aspects of the 42-story skyscraper in the heart of Montreal.

General contractor: **Foundation Co. of Canada.**

Work is progressing on structural steel orders. Because of the U. S. steel strike, orders for large quantities of steel have been placed with U. K. mills.

Concrete foundations will be completed in about two weeks.

City of Montreal issued the building permit last week on payment of a $24,301 fee, largest on record.

Additional permits will be required for other phases of the project, including a shopping promenade, two levels of parking for 1,500 cars over the **Canadian National** tracks serving Central Station and other buildings.

All will be completed at the same time as the cruciform building, late in 1961.

Company Report

Merchandising

SOBEYS STORES LTD., Stellarton, N.S., net profit of $288,908 for the year ended May 4, 1959, was 17.1% higher than previous fiscal year's $246,616.

Sales were a record, President F. H. Sobey reports.

An amount of $200,000 was advanced to **Sobey Leased Properties Ltd.** for acquistion of new land and development of new store sites to be leased back to Sobeys Stores Ltd.

Company is operating 23 stores, chiefly supermarkets. Two are under construction and three more are planned for this year. Company has also acquired a number of "very desirable locations" in various parts of the Maritimes, the president says.

INCOME ACCOUNT

Years Ended:	May 4 1959	May 5 1958
Net oper. inc.	$756,786	$595,135
Add: inv. income	16,511	27,295
Prof. sale f.a. & inv.	11,213	40,856
Net earnings	784,520	663,196
Less: Deprec.	164,648	141,889
All interest	99,078	101,041
Inc. taxes	227,926	163,865
Deb. disc. amort.	3,960	9,785
Net profit	288,908	246,616
Less: Pref. divds.	24,485	18,438
Common divds.	21,200	5,300
Surplus for year	243,223	222,878
Earnings per Share and Dividend Record:		
Class A & B earned	$0.85	$0.73

†For comparative purposes, based on 340,000 cl. A & B shs. o/s following changes in capitalization early in 1959.

Note—Divd. of 10c per cl. A share pd. July 15, 1959.

Shs. o/s at:		
Class A, n.p.v.	234,000	....
Class B, n.p.v.	106,000	....
5% pref., $20 par	....	14,750
Common, $5 par	....	10,600

CONDENSED BALANCE SHEET

As at:	May 4 1959	May 5 1958
Cash	$437,857	$24,541
Accts. rec. less res.*	28,782	14,974
Inventories	892,959	765,107
Investments at cost†	862,864	386,333
Total curr. assets	2,221,652	1,190,955
Loan rec.	200,000	....
Life insur. c.s.v.	9,391	6,435
Fixed assets†	2,042,358	2,957,497
Deferred charges	....	101,125
Total assets	5,473,401	4,256,012
Bank loan	....	250,000
Accts., etc., pay.	1,062,646	646,211
Taxes pay.	109,967	48,367
Total curr. liab.	1,192,613	944,578
Mtges. pay.	22,147‡	....
Funded debt	1,733,500‡	1,832,380
Res. for inc. tax	107,026	70,117
Res. for loss sale inv.	7,000	....
Capital stock	1,261,250	348,000
Surplus	1,149,865	1,036,937
Prem. re issue com. stk.	....	27,000
†After deprec. of	732,371	384,155
*Allow. for doubtful accts.	....	....
‡Market. val.	905,084	367,242
Working capital	1,029,039	249,377

BOOKKEEPING MACHINE

Monroe Calculating Machine Co. of Canada, Montreal, offers a synchronized punched tape unit designed to automate record-keeping of small businesses. The firm recommends the accountant record his client's activity on the unit and send the tape to a service bureau for processing. Bureau produces a printed general ledger record, balance sheet and statement of profit and loss.

"DITTO SYSTEMS KNOW-HOW

helped us speed up our integrated order-billing and save $6,600 a year"

Robert C. McPeak, Sales Operating Manager B.F.Goodrich Chemical Company

"The experience and 'know-how' of a DITTO systems specialist put our I.D.P. Order-Invoice System on its present highly efficient basis. This system combines the speed, accuracy, and economy of DITTO One-Writing with the automatic transmission of data by wire to our plants and warehouses. The yearly saving is $6,600. Of equal importance is the accuracy and close control of orders and billing; and the speeding-up of every phase of our procedure—vital in our business, where good customer service means everything."

Three DITTO Systems Services—Plus One Thing More

Every DITTO One-Writing System embodies all elements essential to paper work efficiency:

1. Duplicating equipment especially designed for systems use;
2. A customized forms printing service;
3. Duplicating paper and supplies chemically and physically co-ordinated to give best results ...

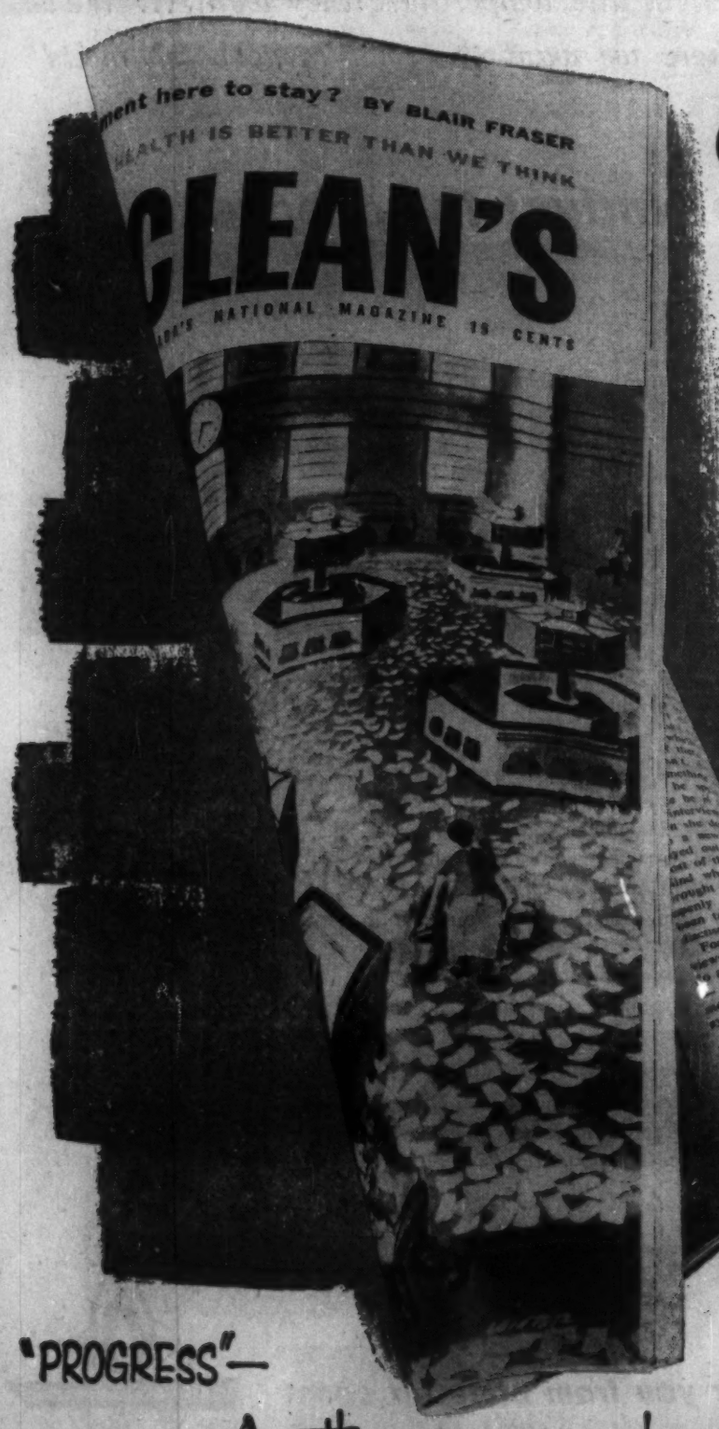
(!) plus one thing more... **DITTO SYSTEMS KNOW-HOW!**

You, too, can profit from the experience and "Know-How" of DITTO Systems Specialists in the development of DITTO One-Writing I.D.P. Systems. For information, call your local DITTO representative listed under "Duplicating Machines" in your classified directory.

Bell & Howell Internal Auditor, Robert Black, Order-Billing Manager, Herman Hack, and Procedures Supervisor, James Moore, discuss DITTO One-Writing Order-Billing System with William Cadwell, DITTO Branch Manager.

DO-38

DITTO of Canada Ltd., 45 Jutland Rd., Toronto 14



a pattern of progress—

To the pages of Maclean's comes the freshness and vigor of 5 new editors!

Maclean's is always moving ahead . . . into new ideas . . . different ways of presenting material. Whatever the subject, Maclean's is one to find the fresh approach.

And to Maclean's these five men bring their own unique talents and distinctive personalities.

The lifeblood of a magazine is people—writers, artists, photographers, editors. Through its more than fifty years Maclean's has been served by many of the most highly creative and talented Canadians who ever lived.

We intend to continue drawing on the talents of men and women who have already earned national and world reputations. We intend to continue offering a forum and a meeting place for young people of exceptional talent. Here we introduce five of those who have recently joined our full time staff and whose fresh and stimulating ideas have already made themselves felt in our common effort to make Maclean's a lively, vital Canadian Magazine.

Ralph Allen
Editor

Ray GARDNER

Meet our Western Editor. Though just appointed, Ray has written so often for Maclean's (30 main features and many short pieces) readers feel he's been "one of the family" for a long time!

Read this well-known journalist's most recent article, "Portrait of a High School" in the September 12 issue of Maclean's.

Peter GZOWSKI

Here's "Mr. Preview", the 25 year-old journalist whose crisp style and "nose for news" brings you tomorrow's headlines today!

Peter has a solid editorial background and a famous ancestor! Re-read Maclean's May 23 for his flashback on his distinguished great-great-grandfather.

Ken LEFOLII

Ken is Maclean's new Montreal Editor, but he's from Vancouver. Graduating from UBC, he wrote for newspapers in the west and east.

Ken brought to Canadians a fresh journalistic experience when he began Maclean's "Streets of Canada" series. Recently, with Dr. Selye he wrote "Death is NOT Inevitable".

Hal TENNANT

Hal is Maclean's copy chief. A graduate of UBC, he has edited suburban papers, reported for the Vancouver Sun, and written for the Imperial Oil Review.

In college, Hal blew a hot horn but now his hobby is humor. Meet Hal often on the "Sweet and Sour" page in Maclean's.

Robert WALKER

Bob is a French-speaking English journalist who came to Maclean's from a business magazine, not a newspaper office!

A graduate of U of T, Bob began law but turned quickly to writing. Read his searching study of the adoption policies of the Children's Aid Society soon in Maclean's.

"PROGRESS"—

Another reason why **CANADIANS *RESPOND* TO MACLEAN'S**

CANADA'S NATIONAL MAGAZINE

Business Ideas In These Books

THE STRUCTURE OF BRITISH INDUSTRY edited by Duncan Burn; Macmillan Co. of Canada, Toronto; two vols.; $7.65 each.

It would be hard to find a more valuable book for the Canadian businessman exporting to Britain. Here, in two volumes, are separate studies of the organization and functioning of the principal British industries.

Each industry is given its own chapter mostly by different authors. But in each case one will find some facts on the number, size, scope and interrelations of the firms or units in the industry; its relationships with overseas industries and the home government; its adaptability to markets and to technical change; its degree of monopoly, etc.

The following are the industries covered: Vol. 1 — Agriculture, construction, road and rail transport, coal oil, chemicals, steel, building materials, machine tools. Vol. 2 — Automotive, aircraft, shipbuilding, electronics, cotton and rayon textiles, woolen and worsted textiles, man-made fibres, pottery, pharmaceutics, cutlery.

THE RESPONSIBILITIES OF AMERICAN ADVERTISING, by Otis Pease; Burns & MacEachern, Toronto; 232 pp.; $6.25.

The best way to appreciate a current controversy is to see it in its historic setting. This work covers national advertising in U. S. magazines and newspapers during the crucial period, 1920-40.

In this period, advertising men frequently claimed their only responsibility was to maintain greater economic prosperity through growing consumption.

But their critics questioned both the validity and social benefit of advertising itself.

They were partly successful in their attempt to ensure technical truthfulness through federal regulation.

Advertising emerged wiser and in a far stronger position to cope with the peculiar needs of the war years.

Later it took in its stride the postwar era, first a sellers' then a buyers' market.

Many of the findings here are applicable to other media, including television.

What impresses the reader is how little in today's advertising is basically new.

REPORTING SALES DATA EFFECTIVELY, American Management Association, New York; 224 pp.; $12 (AMA members, $8).

"The battle of paperwork can never be completely won—the field is constantly shifting," says Coleman Lee Finkel, manager of AMA's marketing division, in a foreword to this useful volume. It discusses the various purposes of sales reports, for both management and salesmen, and how to get the best results from different forms. Many forms are reproduced with comment.

Keep climbing. Resolutely disregard any fatigue or injuries along the way. If you're controller, aim for treasurer. If treasurer, president. If president, why not buy out the competition? An impressive obituary is worth all the effort.

SATIRICAL LOOK at the executive life in cartoons: That's the 96-page The Embattled Executive just published by the American Management Association, New York City. Cartoon above appears under the section entitled "What to do till the doctor comes". Witty, biting little volume. Costs $1.95 ($1.25 for AMA members).

GUIDES TO SUCCESSFUL ACCOUNTING PRACTICE; American Institute of Certified Public Accountants, 270 Madison Ave., New York; 162 pp.; $3.50.

A useful and readable collection of pointers to help solve the problems that arise in an accounting practice, and to help the accounting practitioner to make the fullest use of his time. Material was published in The Journal of Accountancy over the past five years.

A HISTORY OF AMERICAN LABOR by Joseph Rayback; Brett-Macmillan Co., Galt; 460 pp.; $6.

The author, a labor historian with a U. S. university, reviews the history of U. S. unionism against a background of economic, political, industrial and social patterns. He traces the movement back to colonial times, brings it down to the clash of Teamsters et al with the united labor movement today.

Although many of the U. S. developments have shaped Canada's labor pattern, the book does not deal with details outside the main stream of U. S. labor unionism.

BRITISH INVESTMENTS IN LATIN AMERICA 1822-1949 by J. Fred Rippy; Thomas Allen Ltd., Toronto; $5.40.

A detailed study of the effectiveness of old-style private investment in retarded areas, with some comparisons with the newer methods of government grants and cheap loans. The author was for many years a professor of history at the University of Chicago.

CANADA 1959; Dominion Bureau of Statistics, Ottawa; 317 pp.; $1.

The latest edition of this annual handbook contains a wealth of words, pictures and statistics on Canada and Canadians. Unlike the typical handbook, it has been written in a highly readable style, and illustrated imaginatively.

HOW TO OUTSELL THE BORN SALESMAN, by W. W. Frank and C. L. Lapp; Brett-Macmillan Ltd., Galt; 226 pp.; $4.50.

Field-tested techniques of salesmanship are presented in interesting manner in this new volume, of interest to the door-to-door salesman, or the man who must prepare an elaborate presentation. Charles Lapp and the late William Frank spent many years in selling and sales research; their material is presented in interesting, informative manner.

WHAT'S NEW IN RISK MANAGEMENT? American Management Association, 1515 Broadway, New York; 115 pp.; $3.

A review of recent developments in the U. S. insurance market, designed for corporations, with specific discussions of the "unauthorized" insurance market, nuclear-hazard underwriting, trends and principles in compensation law, ocean marine cargo insurance, and the status of risk management in the next 10 years.

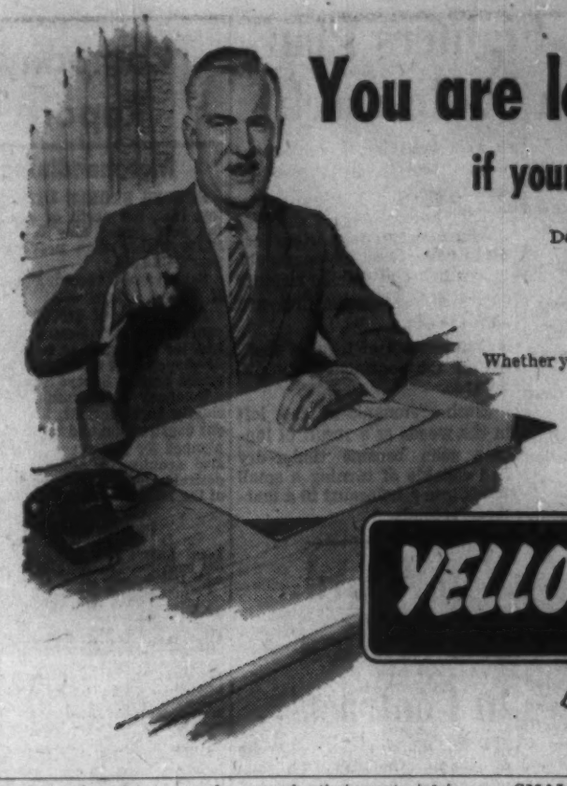
SMALL BUSINESS; Duke University School of Law, Durham, N.C.; 240 pp.; $2.50.

This symposium on small business constitutes the whole of this issue of the Duke Law School's quarterly, Law & Contemporary Problems. Contributors have written 14 articles on small business, its problems and its relations with government and other groups.

THE NATIONAL DEBT CEILING by Marshall A. Robinson; Burns & MacEachern Ltd., Toronto; 104 pp.; $1.85 (paper).

This study by the Brookings Institution in Washington examines a peculiarly American device created originally to control government spending—the national debt ceiling. Its author examines the reasons why the debt ceiling has been unable to prevent deficits and long-run increase in debt—and lists five major areas where this outmoded concept has done damage to government policies aimed at promoting stable economic growth.

Of particular interest to economists and investment analysts who specialize in financial trends in the U. S.



You are losing business
if your prospects can't find you!

Does your national advertising get top readership . . . create a strong desire to buy and then fail to tell where to find you or your dealers?

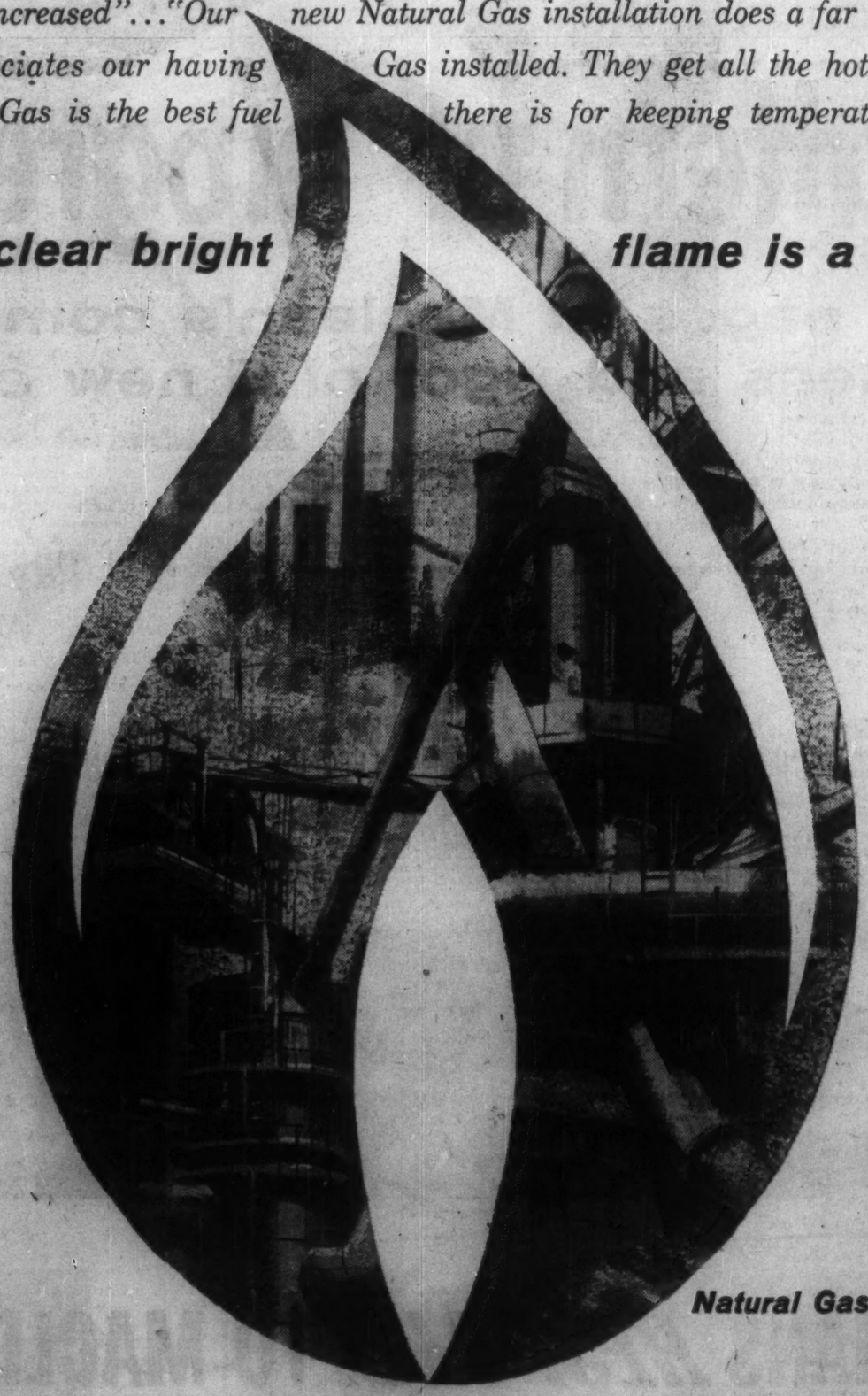
Yellow Pages advertising is the vital link between national advertising and local sales.

Whether you sell consumer or industrial products or services, make sure you are listed under *all* appropriate Yellow Pages classifications. To find out how Yellow Pages can make *your* advertising more productive all year round, call your Bell Telephone Company Business Office today.

YELLOW PAGES

"Best fuel we've ever used for high temperature processing"... "Gives us controlled temperatures for perfect firing of our product"... "Doubled our capacity by cutting down production and maintenance time"... "Best ever for production line brazing and annealing"... "For the first time in years our boiler rooms are clean... and stay clean"... "Since we've installed Gas, the life of our high-temperature crucible linings has definitely increased"... "Our new Natural Gas installation does a far better job of heating the whole plant"... "Our plant cafeteria certainly appreciates our having Gas installed. They get all the hot water they need at the temperature they want"... "We've found Natural Gas is the best fuel there is for keeping temperatures exactly where we want them for large batch melts"

This clear bright flame is a symbol of industrial progress!



Today, thousands of Canadian Industries in hundreds of different fields are modernizing both their processing and their plants with Natural Gas.

Natural Gas is undoubtedly the world's best fuel for giving exact control in every phase of high or low temperature processing. Its speeds can cut processing time from hours to minutes . . . minutes to seconds. One die-hardening plant speeded up heat treatment four-and-a-half times . . . another plant cut costs dramatically by using gas for fusing multi-colours simultaneously on glass. The list of firms that have improved quality control and increased processing efficiency is growing daily.

Natural Gas' benefits to industry go beyond the processing divisions. Gas has more than proved its worth in water and space heating and air conditioning. Boiler rooms with gas-fired installations are remarkably free from dust or dirt. Plant cafeterias turn out finer food faster . . . cut washing-up time with never-ending supplies of steaming, gas-heated water. In every part of industry, Natural Gas does a better job . . . cleaner, faster, more accurately and economically . . . than any other fuel.

The growing Gas Industry is creating new opportunities for industrial development across Canada. Discover how Natural Gas can help you in your industry by writing to the Canadian Gas Association, Toronto.

Natural Gas . . . working for you from coast to coast

CANADIAN GAS ASSOCIATION

9088

University of Alberta Course in
Personnel Administration
at the Banff Centre for Continuing Education
NOVEMBER 2nd-14th, 1959
sponsored by
The University of Alberta and The Alberta Personnel Associations
Topics
Personnel Policy — Organization & Management
Labor Relations — Human Relations
Management Development — Communications
for further particulars write
DIRECTOR, Banff School of Fine Arts, Banff, Alberta

A NEW MILD PIPE TOBACCO
Brahadi's

"PERFECT MILDNESS IN YOUR PIPE"
Brahadi's smoking tobacco is a special "Cavendish" blend of Mild tobaccos. Comfortably satisfying . . . a mild smoking tobacco with a delightful aroma. Brahadi's is available at select tobacco stores.
50¢ for 2 ounces
Suggested Price. Plus provincial tax where applicable.

Industrial Growth

Manufacturing plants new to Canada; expansions of existing industry across the nation.

Montreal

Hygrade Food Products Inc., Montreal, is building a 7,000 sq. ft. wing to a plant built in 1957. It will be completed in early fall.

The wing is part of an expansion program expected to increase present production capacity by 50%.

It will provide room for new, high-speed processing and packaging equipment. One of these machines, to be installed in January, will cost $35,000. Total cost of the extension, including machinery will be $150,000.

Complete integration of the new wing into the existing plant's U-shaped production line is expected to take around a year.

The expansion will bring floor area to over 100,000 sq. ft. Plant employs around 450 people and present weekly production capacity is 600,000 lb. of over 100 varieties of sausages and cooked meats.

Founded 32 years ago by the late Boris Rapoport, the company is still run by his sons. Products are distributed daily by a fleet of 45 refrigerated trucks to principal cities in Quebec, Ontario and the Maritimes.

Company products also go to smaller localities and to the British West Indies and South America via distributors.

Full® implementation of the expansion program will raise plant's capacity to around 1 million lb. a week.

Stratford, Ont.

Fischer Bearings Manufacturing Ltd., is building a 52,000 sq. ft. addition to its Stratford plant. Cost, including equipment, will be around $1 million. Company is acting as its own contractor.

A subsidiary of **Kugelfischer George Schafer & Co.,** of Germany, the addition will contain a new production system for water pump spindle bearings which have been developed in the Canadian plant.

Original plant was built in 1954 and the addition will almost treble floor area of the plant. Production has doubled since 1957.

Company employs about 200 people and products include high precision instrument bearings and aviation bearings.

St. James, Man.

Brooks Equipment Ltd., is building a $275,000 office and warehouse containing around 18,000 sq. ft. of space in St. James at King Edward St., and Notre Dame Ave.

The new building will triple the company's existing space.

Important feature is arrangement of services to allow better flow of traffic and more exact timetabling. Crowded facilities at present location slow down vehicle repairs.

Brooks Equipment is distributor for many well-known lines of construction, mining, logging and industrial equipment.

Company will also install a new chassis dynamometer, engine test stand and complete engine rebuild shop.

Building was designed by **Smith Carter Searle Associates,** Winnipeg.

Wholly-owned subsidiary of Brooks, **Cummins Diesel Sales & Service Ltd.,** distributes and services products of **Cummins Engine Co.,** Columbus, Ind., and **Cummins Engine Co.,** of Scotland, in Manitoba and Saskatchewan.

Peterborough, Ont.

Consumers' Gas Co. has started a $250,000 expansion program, first phase of a $2-million, five-year program to make natural gas available to all homes and industries in Peterborough, Ont.

Work over one month by three construction companies will add 15 mi. to the gas distribution system in four different areas of the city.

The contractors: **R. B. Somerville Co., Majestic Contractors Ltd.,** both of Toronto, and **Lloyd W. McNeil Pipelines Ltd.,** Streetsville, Ont.

Plans to supply natural gas to other municipalities in the Peterborough area are also underway.

Toronto

Edmor Manufacturing Co., newly incorporated, wholly-owned Canadian company, has started operations at 10 Hafis Rd. Founders and partners are B. W. Morenz and William Edwards.

Company will manufacture aluminum flyscreens and supply aluminum accessories to window manufacturers. Screens are custom-made to fit any opening, with appropriate hardware for all applications.

Self-locking spline grooves are a special unique feature of these products.

Flowline Manufacturing Co., has occupied a new plant at 1902 Mattawa Ave., south of Highway No. 5, 1 mi. west of Highway No. 7.

This newly formed, all-Canadian company will produce sanitary valves, fittings, equipment and specialties for the brewery, dairy, pure food processing and chemical industries.

The company will also provide an engineering service for plant layout and installation of liquid flow processes.

H. K. Jensen is president and general manager. Mr. Jensen was formerly in production and development work with **Ladish Co.,** Brantford, Ont.

News from Metro Toronto Industrial Commission:

Ivers-Lee Co. (Canada), subsidiary of **Ivers Lee Co.,** Newark, N.J., has acquired a new building containing 14,500 sq. ft. of floor space at 31 Hansen Rd., Brampton, Ont. Plant manager is James Wood.

Initially, employment will be around 25, but may go up to 100 as production increases.

Company is engaged in contract unit packaging services for the pharmaceutical, cosmetic, food and allied industries throughout Canada.

Specialized promotional programs are planned, designed and completely packaged for these industries.

Plastiglide Ltd., subsidiary of **Plastiglide Manufacturing Corp.,** Santa Monica, Calif., has occupied space in a plant at 241 Bridgeland Ave.

Newly-formed Canadian company will make and assemble brass swivel glides used on legs for tables, chairs, television cabinets and other furniture. Plastic glides will be made for similar purposes.

M. H. Willitts is vice president and general sales manager.

Company will stock thousands of plastic parts for other industries as well as the furniture trade. Custom-made thermoplastic parts up to 1 1/3-in. diam. will also be made.

Whitehall Laboratories Ltd., Middlegate Rd., Toronto Township, is building a 56,000 sq. ft. addition to its plant. Subsidiary of **American Home Products Corp.,** New York, the company manufactures packaged drugs and cosmetic items.

Three years ago a modern plant was erected at the present location and the new addition will bring total floor area to over 85,000 sq. ft.

Muffler Corp. of Canada is completing addition of 25,000 sq. ft. to its plant at 763 Warden Ave. Affiliate of **International Parts Corp.,** Chicago, company makes automotive mufflers and pipes.

Company started as a warehousing operation in 1945 with 10,000 sq. ft. Manufacturing started eight years ago and frequent expansions have expanded the plant to an operation covering 150,000 sq. ft.

Alsco Products of Canada Ltd., is expanding for the fourth time since its establishment in 1952. Starting in a 25,000 sq. ft. building, it expanded to 100,000 sq. ft. by 1957, is now adding 12,000 sq. ft. of factory space.

This large extruder of aluminum sash will house a new extrusion press in the addition, which will be completed this month.

Weatherguard Awning Products Ltd., subsidiary of Alsco Products of Canada, is moving to new quarters on Crockford Ave. Company has doubled its operating space to 15,000 sq. ft., to allow for production of aluminum siding as well as trim.

Aircraft Appliances & Equipment Ltd., has completed 8,000 sq. ft. to its plant at 585 Dixon Side Rd.

Company overhauls and makes aircraft electrical systems. Expansion will accommodate new facilities for overhaul of electrical and hydromechanical systems in aircraft like the CL-44, CL-28 and DC-8.

OTTAWA

$3,832,158,000.00 IN LOCAL BUSINESS YEARLY

- Call Industrial Commission: CE 6-7531, Ext. 253 -

ANNOUNCEMENT

BURNDY ELECTS LEE PRESIDENT, DIBNER CHAIRMAN

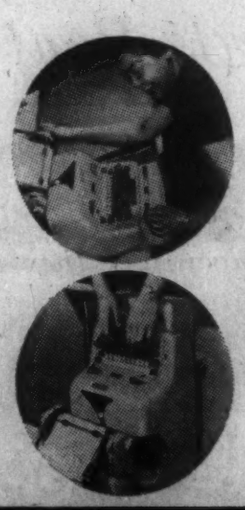
MR. M. LEE — MR. B. DIBNER

Marvin Lee was elected president of Burndy Canada Ltd., it was announced today by this leading manufacturer of electrical connectors. He succeeds Bern Dibner who was elected chairman of the board of directors.

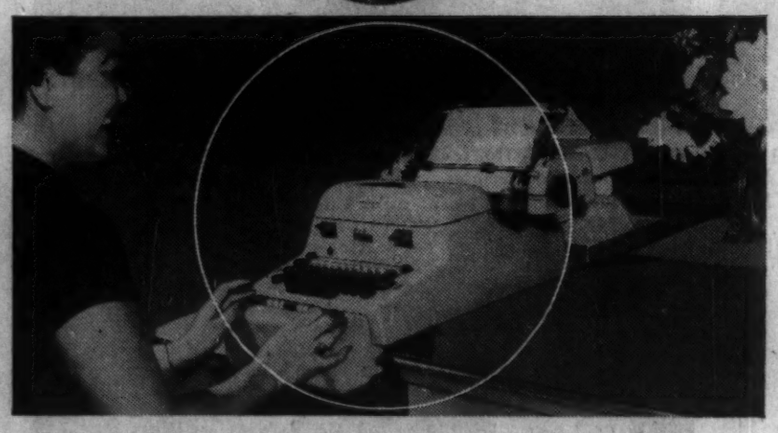
Mr. Lee, formerly executive vice-president of Burndy, joined the company in 1924, became a director in 1925, chief engineer in 1935, and executive vice-president in 1947. He is a trustee of the Polytechnic Institute of Brooklyn and a member of a number of professional and educational societies.

Mr. Dibner, the corporation's new chairman was the founder of Burndy, and is also president and founder of Burndy Library, chairman of the Electrical Historical Foundation, trustee of the University of Bridgeport and of the Yale Medical Library, member of the Electrical Equipment Committee of the Smithsonian Institution and Fellow, American Institute of Electrical Engineers. He holds an honorary doctorate in engineering from the Polytechnic Institute of Brooklyn and is a recognized authority in the field of history of science. Mr. Dibner plans to continue his activities for Burndy, primarily in scientific, educational, and financial areas.

"FAST, EASY TO OPERATE, 100% ACCURATE"



says *Alfred H. Freeman*
Owner & President
Craft Sportwear Limited
Toronto, Ontario
of the Friden
Model B Computyper



Office management everywhere who have seen it in action recognize the Friden Model B Computyper as a remarkably efficient billing machine. But only by putting it to work for your own company can its true value be realized—when the substantial savings of time and money for which the Computyper is noted start to show!

Craft Sportswear Limited, for example, found this out for themselves. In Mr. Freeman's words:

"Because our Friden Model B Computyper is fast, easy to operate and 100% accurate, it saves us a great deal of time and money. We use it for both invoicing and payroll processing. It enables us to invoice the same day we ship because we don't have to check invoices for accuracy—they're always correct with the Computyper. Five hours a week is all our payroll clerk needs now to turn out pay for 140 employees. There is little doubt that this machine will completely pay for itself in another year."

HAVE ONE OF OUR REPRESENTATIVES DEMONSTRATE THE FRIDEN MODEL B COMPUTYPER IN ACTION FOR YOU.

SIMPLY WRITE, WIRE OR CALL:

JOSEPH McDOWELL SALES LTD.
36 Mobile Drive, Toronto 16, Ontario — Plymouth 9-4121

CANADIAN DISTRIBUTORS — Friden — SALES & SERVICE ACROSS CANADA

11478

....white, dry, easy to read!

Verifax copies look and feel like letterheads

When you compare office copiers, one of the most important points to check is the quality look of the copies each machine turns out.

Verifax copies, unlike others, are on familiar white bond-type paper, not on tissue-thin or glossy paper stock.

They look and feel like a good letterhead — are as easy to handle, file, mail or write on. *Won't darken, or fade and they're just as permanent, too!*

Verifax copies are the ones you like best to read . . . are proud to send out!

Outperforms any other copier you can name!

A Kodak Verifax Copier does much more than give you the most usable copies at the lowest cost (5 at a time for about 3½¢ each).

It copies all types of writing, typing, drawing. It lets you make one- or two-sided copies . . . transfer data to printed office forms or file cards . . . make translucent masters for whiteprint machines. Even offset masters in 1 minute, with low-cost adapter.

See how you can quickly save the cost of a Kodak Verifax Copier (models priced at $110 and up) in your department or office. Whichever model you choose you get all the advantages of Verifax Copying. Call your nearest Verifax dealer or mail coupon below.

Price is subject to change without notice.

Verifax Copying

DOES MORE . . . COSTS LESS . . . MISSES NOTHING

MAIL COUPON TODAY

V-104

CANADIAN KODAK CO., LIMITED
Toronto 15, Ontario

Gentlemen: Send booklet describing Verifax Copiers and short cuts for boss and secretary. Also names of nearby dealers.

Name_____
Position_____
Company_____
Street_____
City_____
Prov._____

Kodak

A WORD TO CANADIAN BUSINESS MEN

Are you thinking of opening up a branch business in Europe? If so, please consult me. I can guide and advise you. I am a Canadian Professional Engineer of wide experience, registered in Ontario, resident in Switzerland in the heart of Europe, and am familiar with European industry.

D. HEPBURN, P.Eng.
16 Zwingerstrasse,
Basel, Switzerland

Before you buy a mutual fund inquire about

CANADIAN INVESTMENT FUND

Get free prospectus and 20-year record from any Investment Dealer or Broker or mail this to

CALVIN BULLOCK Ltd.
507 PLACE D'ARMES, MONTREAL

ANNOUNCEMENT

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

JOHN W. S. ARTHUR

The appointment of John W. S. Arthur as director of group sales and service has been announced in Toronto by Robert M. Green, vice president in charge of Canadian operations of The Prudential Insurance Company of America. Mr. Arthur joined The Prudential last June, and is replacing John F. Bridges, who is transferring to The Prudential's Home Office in Newark, N.J. Mr. Arthur is a graduate of the University of British Columbia and attended the Universities of Saskatchewan and Toronto. Prior to joining The Prudential, Mr. Arthur was with a leading employee benefit consulting firm.

What Makes Success

'Shoe String' Shoe Factory Booming Now

Quality and hard work built Alberta's only shoe plant. Today, Karl Meyer and his family can't keep up with the orders . . .

From Our Own Correspondent

CALGARY — There's a family-owned shoe manufacturing company here that's doing very well, thank you — contrary to what experts predicted.

When Karl Meyer, his wife and three sons decided to start their own shoe manufacturing firm, they were told the firm wouldn't last a year.

The year is gone and Alberta's only shoe-making firm is flourishing.

Its success formula: Craftsmanship and hours and hours of toil.

The only thing certain about the administration of this firm is that Karl, 51, is president.

However, he's quick to point out that his wife, their sons, Albert, 29, Herbert 25, and Heinz, 20, are just as adept in making quality shoes as he is.

In its second year of production, **Jaguar Shoe Manufacturing Co.** has:

- **Started on a "shoe string"** and has multiplied its original investment at least 10 times.
- **Upped its sales** from 60 pairs a day to 300 pairs a day. (Next spring, expansion plans call for manufacturing up to 1,000 pairs a day.)
- **Found markets** from the Manitoba-Ontario border to the West Coast.
- **Provided employment** to 12 persons. Next year's plans: Up to 45.
- **No debts** other than operating costs — and no stock.
- **More orders** than the firm can handle.

The story of the firm's growth is sprinkled with irony, humor, obstacles, and hard work.

It started in 1954 when the 51-year-old founder saw that his own shoe manufacturing firm in Friedrickstahl, Germany, wasn't getting anywhere ("taxes and prices beat us").

He had heard of Canada and decided to probe the opportunities there. He persuaded his two oldest sons to make emigration plans.

Albert and Herbert saw an immigration official in Karlsruhe, Germany, who gave them glowing reports on opportunities in Canada.

"The official told us Calgary is the place for shoe factories," says Albert. "Father helped pay our way."

The two sons came to Calgary in 1955 and found jobs in a shoe repair shop but no shoe factories.

"We are now happy there are no other shoe factories," says Karl. "We'll move ahead ourselves, now."

The sons found the pay too small at the shoe repair shop and a few weeks later found jobs with fatter pay cheques.

Albert joined a roofing firm and Herbert worked in a meat packing plant.

Karl took stock of what the sons said in their letters and a year later, decided to close his own shoe plant in Germany, and with his wife and Heinz, came to Calgary.

Mr. Meyer took a job with the roofing firm where his son worked while Heinz joined his brother at the packing plant.

"I worked as a kettleman handling hot tar," states Karl. "It was the toughest job I ever did to make a living." The job lasted a year.

In June, 1958, the family went into a huddle, counted their present and future savings ($6,000) and the plan for a shoe manufacturing firm was put into action.

Mr. and Mrs. Meyer and Heinz would make the shoes and get the firm going. Albert and Herbert agreed to keep their jobs and help make shoes at night.

They rented (still do) 2,400 sq. ft. of space, bought and paid for three sewing machines, a finishing machine, an out-sole stitching machine, wooden lasts (shoe forms) and a cutting table.

Now the firm has nine sewing machines and orders are out for additional machines.

They also ordered $2,000 worth of leather and decided to make men's sport shoes (wholesale price range $9.50 to $14.50 a pair).

Working 16 hours a day the family made 60 pairs of shoes on the third day of production.

Heinz sold the first consignment to a general merchant in Calgary and some in Edmonton. In July last year, the firm sold 500 pairs.

Jaguar Shoe Manufacturing Co. has never looked back.

The firm took care of 38 invoices in the first six months of its operation. It was taking care of 182 invoices a month by December. Now it gets 60 to 70 invoices a day.

"Next spring we expect to make up to 1,000 pairs of shoes a day," states Karl.

The president laughs at some of the hardships the firm had during the early period.

There were periods when cash was going out faster than they could keep on hand.

"We were unknown and credit was hard to get. We often had to wait for the son's pay cheques so that we could pay the C.O.D. on the leather at the station."

The firm even offered a 5% discount to retailers if they would pay cash on delivery.

"Sometimes we would get the cash. Many times we wouldn't," says Karl. "Now we can get credit without even asking for it."

Late last year, the firm hired a salesman for the British Columbia territory. In February of this year, a second salesman was put on the pay roll to cover Saskatchewan and Alberta.

"We've had to turn down many orders because we just couldn't keep up manfacturing them," says Karl.

KARL MEYER and shoes.

H. P. SKOOGLUND, President

Skoog says...

"To clip or not to clip — that's the question!"

I read recently that more than six billion paper clips are produced each year to hold the work of this continent together. That's enough wire, I'm told, to circle the earth 16 times — a fascinating thought.

You'd think with all those clips that the common office pin would be as dead as yesterday's newspaper. Not so, however. Many firms prefer the pin to the clip. With pins, they say, there is less chance that extra sheets may be picked up accidentally.

All of which proves that your needs depend on your situation. Sometimes it calls for a clip, other times a pin. Choosing the right means to meet the exact problem holds true in the insurance business, too. The amount and type of policy a man needs depends on his own individual situation.

That's why we at NALAC believe there is no pre-formed insurance program that fits everyone. And why a soundly trained insurance counsellor, like your NALAC representative, is an important man for you to know. He plans an insurance program to fit your particular needs. If that's the kind of practical planning help you need, why not clip or pin his number near your phone?

...insure confident living

NORTH AMERICAN Life and Casualty Company

LIFE • SICKNESS • ACCIDENT • GROUP

CANADIAN HEAD OFFICE — Hamilton, Ontario

Offices in Toronto, Winnipeg, Regina, Calgary, Edmonton, Vancouver

Fredericton Dates Spell Full Hotels

From Our Own Correspondent

SAINT JOHN — A man with a hotel reservation in Fredericton for the week beginning Sept. 14 is rich indeed.

Three separate groups are to converge on New Brunswick's capital almost simultaneously.

On Sept. 14 and 15 Atlantic Provinces Economic Council starts a two-day meeting.

Sept. 15 the premiers of the four Atlantic Provinces open their get-together.

Sept. 16 Lord Beaverbrook opens the new art gallery he has given to the city.

The Beaverbrook opening promises to be a bang-up affair. He has taken 100 rooms at the Lord Beaverbrook hotel and another 92 on the University of New Brunswick campus for his personal guests.

APEC has "retaliated" by booking four motels in the neighborhood.

It is estimated there will be 600 out-of-towners attending the three meetings.

ANNOUNCEMENT

H & C EQUIPMENT CO. LTD. APPOINTMENTS

T. G. Gould
Secretary and Treasurer

J. Frank Moss
Quebec Manager

Mr. Howard J. Williams, President of H & C Equipment Co. Ltd., announces the appointment of T. G. Gould as Secretary and Treasurer, and J. Frank Moss as Quebec Manager.

H & C Equipment Co. Ltd. is being organized to sell and service construction, mining, and engineering equipment through a Canada-wide distributorship.

Mr. Gould has had accounting and engineering experience at McDonald Currie & Co. and Canadair Limited, respectively, and Mr. Ross is well known in the equipment field in the Province of Quebec. He was formerly Sales Manager of G. H. Godsall Equipment (Quebec) Limited.

The firm has branched out from men's shoes to shoes for teenage girls. It has enough lasts to make 800 pairs of shoes.

The company has accumulated more than 85 dies (made by an Eastern Canadian firm) for its various styles.

Apart from spending 10 years in the German army (including three years as prisoner of war in Russia), Karl spent most of his life in the shoe making business.

He worked for Bata shoe manufacturing concern in Germany for 20 years before being drafted into the army.

Following his release, he opened his own shoe factory in Friedrickstahl in 1948 before coming to Canada in 1956.

He's in Canada to stay. "I would go back to Germany for a visit, perhaps," says Karl. "But my place is here. The opportunity is better."

Plans are already under way to form a holding company, and increase production.

The Meyer family still grins at the remark a bank official made to them about a year ago when the firm sought a loan:

"Your firm has a year to die."

VOCATIONAL TRAINING

New report in vocational training series has been issued by federal Department of Labor. It outlines results of a survey of technical and other vocational training programs in agriculture offered by provincial and municipal governments throughout Canada in 1958 and winter of 1958-59.

Don Cameron tames a tough 186-mile schedule in 2 days for $29.60...with Hertz Rent A Car!*

ARRIVED WINNIPEG MONDAY 8.20 A.M. "Arrived fresh after an easy, relaxing trip — primed for a super-tight schedule. My Hertz Chevrolet was waiting . . . reserved in advance through my local Hertz office. That's Hertz service, on-the-spot, on-the-button."

FIRST CALL COMPLETED 10.00 A.M. "Checking user reaction to the latest model changes, I aimed to see as many people as possible. I needed a car of my own — and got it. I had to be boss of my own time — and was, with Hertz Rent A Car."

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DRIVE IT AS YOUR OWN... A NEW 1959 POWERGLIDE CHEVROLET BEL AIR OR OTHER FINE NEW CAR

Like $650 Car? Build Your Own From Handy Kit

By RAYMOND VARELA

The latest development in the small car world is rapidly gaining popularity in the U. K.:

Do-it-yourself car kits.

Built at the Northern Ireland factory of **Short Bros. & Harland Ltd.**, one of the U. K.'s largest aircraft manufacturers, the "Nobel 200" retails for £248 (about $650).

The car is supplied to enthusiasts as a do-it-yourself kit. It comes semi-knocked-down with the frame fully welded and the power unit assembled.

The assembly of the car by the home constructor takes about 50 to 90 hours, depending on the skill of the individual.

Because the car is not sold as a fully assembled unit when it leaves the manufacturing plant it is not subject to Britain's crushing purchase tax.

For this reason, the Nobel 200 is smashing all sales records, and the plant's production of 250 units a week is being stepped up this year to keep pace.

A three-wheeler, it can cruise at 50 mph and exceed 60 mph when required.

Its "Sachs 200" single cylinder two-stroke engine gives close to 100 mi. per gal.

The car's fibre-glass body is mass-produced by **Bristol Airplane Co.**

Claimed by its makers to be the "world's cheapest car to buy or run", the Nobel 200 can be bought in either three or four-wheeler versions.

In some countries, such as the U. K., Sweden and Austria, a three-wheeler is more desirable because of tax advantages.

The chassis is made from solid drawn tubular steel and the front wheels are mounted on transverse leaf springs.

The car has large safety glass windows with a panoramic windshield and wide rear-opening doors.

The adjustable front seats with tip-up action can be converted to provide sleeping accommodation for two adults.

When assembling the car, no special tools are required and the whole job, claims the maker, can be tackled successfully by the average handyman who knows how to use a spanner and a screwdriver.

Specifications:

Engine: 200 cc air cooled single cylinder Sachs two-stroke, developing 10.2 bhp at 5,250 rpm, suspended in rubber bearings.

Compression ratio: 6.3:1.

Ignition: Coil (magneto-battery).

Cylinder dimensions: Bore 65 mm, stroke 58 mm.

Transmission: Four - speed synchromesh gear-box. Four-plate clutch, electrically-operated reverse.

Starting: SIBA Dynastart. Forward and reverse gears controlled at ignition switch.

Dimensions: Length 126 in.; maximum width 55 in.; height 51 in.; wheelbase 81 in.; track 48 in.; ground clearance 9 in.; dry weight 683 lb.

DO-IT-YOURSELF car has simple frame . . .

AND it's certainly snug for traffic.

ANNOUNCEMENT

MR. S. J. HAMMITT

The Board of Directors of Western Canada Steel Limited announces with regret that Mr. S. J. Hammitt is retiring from the office of President of the company. He will continue as a Director of Western Canada Steel Limited and its associated companies, and serve on the advisory Committee of the Board. Mr. Hammitt has been President of Western Canada Steel Limited since 1955.

NOTICE OF SALE

TAKE NOTICE that the Municipal Corporation of the Township of Georgina is offering for sale the following debentures to the public:

$85,000.00 for the erection of the Township Administration Building maturing in twenty years.
$36,000.00 for the addition to the Morning Glory Public School, maturing in fifteen years.
$35,000.00 for the paving of the Duclos Point Road, maturing in ten years.

ANY PERSON interested in purchasing all or any part of these debentures (but not in lots of less than $1,000.00) should communicate with the undersigned not later than 12 noon, Oct. 12, 1959.

R. A. Hankins,
PEFFERLAW, Ontario.
Clerk of the Township of Georgina.

ANNOUNCEMENT

GROSS MACHINERY APPOINTMENT

F. VERNON STURMAN, P.Eng.

Mr. Harold Gross, President of Gross Machinery & Supply Company, Limited, Toronto, announces the appointment of Mr. F. Vernon Sturman, P.Eng., as Vice-President and General Manager of the newly established subsidiary, Gross Machinery (Eastern) Limited, with offices at 1945 Graham Boulevard, Town of Mount Royal, Montreal, Quebec.

Mr. Sturman, who obtained his engineering degree in Germany, held a number of important positions with engineering companies in England for many years. For the past eight years he has applied his wide and varied experience to the machine tool and heavy engineering fields in Canada and is ready to share his thorough knowledge with the buyers of machine tools in the Province of Quebec and the Maritimes.

Tor.-Dom. Bk. Staff Changes

R. G. DEANS, inspector, Alberta division, Edmonton, transferred to the inspection department, head office, Toronto, as an inspector.

J. S. CAVAGHAN, manager, Prince George, B.C., to be manager, Kamloops, B.C.

R. J. CORRIGAN, assistant manager, Bank & Sparks Sts., Ottawa, to be manager, Bank St. & Heron Rd., Ottawa.

H. N. RAMSAY, credit officer, Victory Square branch, Vancouver, to be manager, Prince George, B.C.

T. T. HENDERSON, an assistant supervisor, credit department, head office, Toronto, to be manager, 103 Mount St., London W.1, Eng. (west end branch).

J. A. R. DES ALLIERS, assistant to the business development representative, eastern divisional office, Montreal, to be manager, 2935 Sherbrooke St. E., Maisonneuve shopping centre, Montreal.

G. A. CROMWELL, manager, savings department, King & Yonge, Toronto, to be a credit officer, Queen & Spadina, Toronto.

D. F. SMITH, accountant, Yonge & Lawrence, Toronto, to be manager, savings department, King & Yonge, Toronto.

M. W. NASH, accountant, Queen & Spadina, Toronto, to be a credit officer at that office.

M. BURNS, accountant, Victory Square, Vancouver, to be credit officer at that office.

J. E. QUIGLEY, formerly an assistant accountant, St. Lawrence & Prince Arthur, Montreal, to be a credit officer at that office.

N. G. WHITE, accountant, Queen & Broadview, Toronto, to be accountant, Queensway & Royal York Rd., Toronto.

D. C. McALPINE, accountant, 591 Bayview Ave., Toronto, to be accountant, Yonge & Lawrence, Toronto.

H. F. HALL, accountant, Port Colborne, Ont., to be accountant, Marmora, Ont.

E. R. BOBROSKE, accountant, Lloydminster, Alta., to be accountant, 10451 Whyte Ave., Edmonton.

H. A. YOUNG, accountant, Lake Cowichan, B.C., to be liability officer, Granville & Pender, Vancouver.

G. J. BARRETT, accountant, 1405 Douglas St., Victoria, to be accountant, Yates & Broad, Victoria.

J. E. BOWERS, accountant, 8th & Nanaimo, Vancouver, to be accountant, 1405 Douglas St., Victoria.

C. THOMAS, acting accountant, Rouyn, Que., to be accountant, at that branch.

E. H. BRADFORD, acting accountant, Queen & Spadina, Toronto, to be accountant at that branch.

F. W. STOCKALL, liability officer, Barrhead, Alta., to be accountant, Coronation, Alta.

D. R. MARCHAND, liability officer, Jasper Ave. & 100A St., Edmonton, to be accountant, Lloydminster, Alta.

J. P. HANSEN, an assistant accountant, Hastings & Seymour Sts., Vancouver, to be accountant, Quesnel, B.C.

R. S. CLARKE, assistant accountant, Gravenhurst, Ont., to be accountant, Gananoque, Ont.

T. L. BEYERS, assistant accountant, 16 Durham St., Sudbury, to be accountant, north-end branch, Sudbury.

F. A. MAWE, assistant accountant, 3 King William St., London, Eng., to be accountant, 103 Mount St., London, Eng.

R. R. McLACHLAN, an assistant accountant, Hastings & Seymour Sts., Vancouver, to be accountant, Victory Square, Vancouver.

E. R. HOLLIS, an assistant accountant, Richmond & King, London, Ont., to be accountant, Port Colborne, Ont.

W. TIMOFFEE, assistant accountant, Dawson Creek, B.C., to be accountant, 76th Ave. & 112th St., Edmonton.

R. LAFOND, an assistant accountant, Bernard & Hutchison, Montreal, to be accountant, Maisonneuve shopping centre, Montreal.

Fishing, Hunting for You At New Saskatchewan Dam

From Our Own Correspondent

SASKATOON — A pepped-up fishing industry and a mecca for hunters are in sight in the province because of the South Saskatchewan dam, now under construction near Outlook.

Dr. C. D. Stewart, head of the agricultural engineering department, University of Saskatchewan, and chairman of the newly-formed South Saskatchewan River Development Commission, told **FP** that an estimated 75,000 lbs. of fish annually will be taken for commercial purposes from the dam's reservoir.

There'll be goldeye, sauger, walleye, burbot, sturgeon, trout, bass, sucker, and whitefish in the reservoir. Sportsmen will have excellent fishing.

The reservoir will also be a resting place for 10,000 geese and 50,000 ducks.

"When they fly out from there, they will provide some of the best hunting in the province," said Dr. Stewart.

Upland game and big game will be forced from the dam area. This will mean a concentration in other regions.

STEWART

The reservoir, to be filled in 1965 or 1966, will be about 150 mi. long and will have some 500 miles of shore line. It will contain about 8 million acre-feet of water (270,000 gal.).

About one million acre-feet of water will be needed annually for irrigation of a planned 500,000-acre area.

Besides irrigation, the dam will have values as a power and recreation site.

For power, the initial installed capacity will be 180,000 kw, and there's a possibility that 100,000 kw peaking capacity will be added later.

For recreation, the commission has big plans. W. M. Baker, of Toronto, has been hired as recreation consultant.

"We're hoping to allow cottage building in the area in the near future so people are already there when the reservoir is created," said Dr. Stewart.

Scared by Algae Tourists Shun Saskatchewan

From Our Own Correspondent

REGINA — The big tourist industry in Saskatchewan has been hit this summer by algae reported at some Qu'Appelle Valley resorts.

Not only did tourists stay away from Qu'Appelle area, but many passed up Saskatchewan this year, believing that the whole province was affected.

Harvey Dryden, director of the provincial government's tourist branch, said wide-spread publicity about the algae was exaggerated with the result the whole province lost valuable tourist dollars.

There were vacant cottages at some resorts for the first time in many years.

ANNOUNCEMENT

KAWNEER APPOINTMENTS

A. B. BLAY

D. W. BEACH

D. D. Dunning, President of Kawneer Company Canada Limited, announces the appointment by the Board of Directors of A. B. Blay as Vice-President and Sales Manager, and D. W. Beach as Secretary-Treasurer. Mr. Blay, formerly Sales Manager, was born in London, Ontario, and is a graduate of the University of Toronto, B.A.Sc. in Mechanical Engineering. Mr. Beach was born and educated in London, England, and received his Chartered Accountants degree there. He has held the position of Controller for the past four years.

MARINA FOR SAINT JOHN

From Our Own Correspondent

SAINT JOHN — The St. John River is to have its first marina. A company, incorporated by the Fredericton Boat Club, will build the yacht harbor near the N.B. Government offices. Parking for 200 cars, picnic ground and club house are planned. Some $60,000 has been budgeted for grading land and installing piers. The marina will be ready for the 1960 season.

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Big Cash In Textbooks But Lots of Waste Too

Your child's school books are big business for book publishers. But, because of our education systems, they're costing the taxpayer more than they should. Here's how the systems work — or don't work . . .

By BRIAN C. GREGGAINS

Canadian parents and taxpayers will shell out $25 million to $30 million for schoolbooks this year.

About 28 Canadian textbook publishers will share this cake, eight or 10 of them winning really large slices.

But they pay heavily in waste motion to sit in at this feast.

The big question: Could costs to the taxpayer and hard-pressed parents be substantially reduced — without cutting publishers' legitimate profits — if some of this waste motion could be reduced?

• **The bogey** in this case is provincial autonomy in education.

• **A sub-bogey** is lack of interprovincial liaison and agreement in curricula.

"Provincial rights in education are jealously guarded," says C. P. Collins, research officer for the Canadian Education Association. "Some provinces resent any inference they are following the lead of another.

"This often has certain political overtones as well as the normal emotional resentment to charges of being dominated."

The textbook market grows continually with population. It's likely to accelerate growth with proposed curricula changes in the next few years.

This in turn will worsen another serious problem faced by Canadian publishers: A dearth of qualified and competent writers.

Elementary and secondary schools form the bulk of the textbook market. The university market is worth an estimated $6.5 million.

F. E. Whitworth, director, Education Division, Dominion Bureau of Statistics, says that during the last academic year, there were 94,000 regular university students and about an equal number enrolled in short courses, summer schools.

Each regular student spent $58 on books and each of the others spent $10 to $12.

No similar study has been made on individual spending on textbooks for or by elementary or secondary school students.

The $25 million to $30 million, however, appears to be a conservative estimate of total Canadian textbook sales.

In the pre-university field, here are some of the problems publishers face.

Each province has its own special requirements and is regarded as a separate entity by publishers.

Ontario, for example, places special emphasis on typography and illustrations to supplement text.

The Maritimes are kicking against the cost of illustrations. They claim, says Mr. Collins, that many have no true, basic, educational values.

"British Columbia," says P. G. Barr, director, textbook branch for the province, "gives preference to books which can be manufactured in British Columbia."

To cash in on B. C.'s preference, five or six major publishers have branch offices in the province.

Some ship plates and text of a book already printed and accepted elsewhere in Canada to be re-printed in British Columbia.

Ontario, Alberta and, to a very small extent, British Columbia, use a system of alternative or permissive texts.

This means that although provincial government assistance is only given for approved textbooks, two or more textbooks are listed for most subjects and grades to give teachers and school boards a chance of individual decision.

Other provinces use a base of single authorized texts.

Most provinces using the single authorized text system, buy books in bulk and distribute them in various ways.

British Columbia, for example, supplies textbooks free to pupils from Grade 1 to VI, the cost of this in 1959 amounting to $560,000.

From Grade VII to XIII a rental plan is used where pupils annually pay $4.50 in the lower grades and $5 in the higher.

Alberta makes an annual per capita grant of $1.15 for all pupils in Grades I to VI. The grant takes the form of free readers.

Ontario allows school boards to buy direct from the publishers but refunds a maximum of $3 of textbook expenditure per pupil up to Grade X.

About the only uniformity in textbook use is in readers up to Grade six. This has come about almost by chance.

Despite their apparent simplicity, readers are highly complex educational tools.

Until a few years ago, most readers used in Canada were produced outside this country, in the U. S. for most of the English-speaking sections, in France for Quebec.

There is a growing preference for Canadian books. Some Canadian publishers are now printing readers. Others plan to do so.

In nearly all other subject fields and grades, general acceptance is the exception.

Particularly in social studies — or separately, history and geography — there is insistence generally on local interpretation and emphasis.

This makes it almost impossible for Canadian publishers to produce textbooks in these fields which will be used across the board.

Here's a run-down on our provincial systems and attitudes:

• **Maritimes:** Textbook changes are infrequent, although once they start to revise curricula they do so quickly.

(Curriculum changes involve heavy expense. They are made only after considerable study. The poorer the province the more hesitance it shows to change.)

• **Quebec:** A law to itself. First there are the requirements of the French schools, supplied chiefly by their own authors and publishers. There are five main publishers.

There is the Catholic School Commission (English Section) which has done a reasonably good job of keeping up to date and uses a variety of texts — some manufactured by Toronto publishers and some imported from the U. S. and U. K.

There is the Protestant school system which supports Canadian publishing quite extensively. Its curriculum is placed by some among the best in Canada. It preserves a balance between progressive trends and a good conservative background.

• **Ontario:** The largest prize for any of the publishers. Curriculum changes take place all the time.

A drastic all-grades revision has been undertaken and is about three years under way.

It is estimated it will take another two years at least before high school subjects are revised.

The actual procedure of getting textbooks through the department is rather speculative, since books must be produced in full before a final decision on approval is made.

More than one unlucky speculator has large warehouse stocks of books which didn't hit the bullseye.

• **Manitoba - Saskatchewan:** Somewhat similar in their textbook needs. Manitoba currently has a royal commission on education.

• **Alberta:** An exponent — almost a victim — of ultra-progressive education introduced some years ago.

This has simmered down now and Alberta's system enables both teachers and schools to choose from a variety of texts.

Curriculum changes are fairly constant, although on a small scale.

• **British Columbia:** Curriculum changes are small but fairly constant, except in the last two years.

A study made by the Canadian Education Association shows the average period of authorization for a textbook in various provinces to be approximately seven years.

It seems likely that, for the next few years, the period will be reduced.

Says Mr. Collins of the CEA: "During the last five years there has been a very rapid increase in the number of schools who are organized on the basis of a division rather than a grade system.

"I believe it would be safe to say that the traditional grade system will within a period of years be replaced with a system which is much more flexible and based upon providing opportunities for continuous learning with promotion every three or more years.

"This means that the textbook publishers would be faced with changing from a one textbook-one subject-one grade to some other arrangement of material."

Here will be further opportunities for profit — further pot-holes to be negotiated.

Brian C. Greggains, Toronto freelance writer, has made a study of various aspects of education in Canada.

School Enrollment Grows

	Elementary	Secondary	Total
1948	571,459	125,234	696,693
1949	592,726	127,250	719,976
1950	612,182	131,215	743,397
1951	654,506	133,556	788,062
1952	712,892	141,091	853,983
1953	768,397	148,744	917,141
1954	821,736	160,166	981,902
1955	863,614	174,562	1,038,176
1956	911,896	185,605	1,097,501
1957	971,117	203,525	1,174,642
1958	1,027,598	222,075	1,249,673

Source: Elementary and Secondary School Principals' Statistical Report, 1959.

The Top 10 Publishers

These are the top 10 Canadian firms in the $30 million school textbook publishing industry:

Book Society of Canada Ltd., Agincourt, Ont.
Clarke, Irwin & Co., Toronto.
Copp Clark Co., Toronto.
J. M. Dent & Sons (Canada) Ltd., Don Mills, Ont.
W. J. Gage & Co., Scarborough, Ont.
Ginn & Co., Toronto.
Longmans Green & Co., Toronto.
Macmillan of Canada Ltd., Toronto.
Thomas Nelson & Sons, Toronto.
Ryerson Press Ltd., Toronto.

But facing an increasing demand for books, the publishers have another problem:

There aren't enough good textbook writers to go round.

Some authors of textbooks do well. A moderately successful textbook might bring $12,000 royalties to a writer over a 5-year period.

Publishers prefer authors to gamble on success.

Writers usually fare better financially with royalties than with a flat-fee and no royalties. Such fees vary up to $500, on acceptance.

Why do firms persevere in a field so fraught with hazards and difficulties?

"It's like the oil business," says one publisher. "A lot of exploratory drilling is only marginally productive. But a widely accepted book which perhaps continues on lists for several years is like finding a new giant well.

"And all of us are eternal optimists. We know the book we produce will knock all competition into a cocked hat.

"We aren't always right but that's part of the fascination of the business."

Fascinating or not, there seems to be a need for more co-ordinated thinking by provincial education authorities.

The present lack of liaison results in too many unnecessary costs and activities.

There is usually some informal discussion at annual CEA conventions. There are occasional tours by department of education officials; this year, Saskatchewan's director of education visited Ontario for a week's study of that province's methods. There is inter-provincial correspondence.

But, in the main, each province goes its own way.

And Canada remains the only country other than Switzerland which has no central education bureau.

Defence Contracts

Canadian firms received contracts totalling $11,748,132 in the first half of July from the Department of Defence Production and Defence Construction (1951) Ltd.

Repair and overhaul contracts for airframes, airframe components, aircraft instruments and aircraft components accounted for more than half the total. **Canadair Ltd.**, Montreal, **Northwest Industries Ltd.**, Edmonton; **Avro Aircraft Ltd.**, Toronto; **Honeywell Controls Ltd.**, Leaside, Ont. and **Bristol Aero-Industries Ltd.**, Winnipeg, all received big contracts.

The largest contract in the construction group, for $514,923, was placed with **Sorensen Construction Co.**, Vancouver, for the building of a combined mess and servies at Comox, B. C.

Here's the list of contracts of $10,000 or more:

Department of Defence Production
July 1-15, 1959

Contractor	Commodity	Value
American Sterilizer Co., Brampton, Ont.,	medical equipment	$ 11,321
Amphenol Canada Ltd., Toronto,	radio frequency cable	17,915
Aviation Electric Ltd., Montreal,	technical services	13,400
Avro Aircraft Ltd., Toronto,	repair of aircraft components	1,166,750
Bayly Engineering Ltd., Ottawa,	electronic equipment	29,600
Bell & Howell Ltd., Toronto,	photographic equipment	18,900
C. A. Boulet Ltd., St. Tite, Que.,	footwear	88,595
Bristol Aero-Ind. Ltd., Winnipeg,	aircraft mobile repair parties	541,000
Browns' Bread, Toronto,	bread	14,460
Gordon Campbell Ltd., Vancouver,	clothing	20,051
Canadair Ltd., Montreal,	repair airframe components etc.	3,028,000
Can. Applied Research Ltd., Toronto,	technical publications	16,332
Can. Comstock Co., Edmonton,	telecommunication cable, etc.	55,552
Can. General Electric Co., Toronto,	technical services	18,179
Canadian Mobile Co., Vancouver,	cranes	30,420
Charters Chemicals Ltd., Montreal,	paint remover	10,505
Computing Devices Ltd., Ottawa,	technical services	85,000
Cons. X-Ray Supplies Co., Montreal,	medical equipment	11,108
Geo. W. Crothers Ltd., Toronto,	tractors and scrapers	116,991
De Havilland Aircraft Ltd., Toronto,	aircraft mobile repair parties	100,000
Dominion Rubber Co., Montreal,	aircraft hose	19,876
Fairey Aviation Co., Dartmouth, N.S.,	aircraft mobile repair parties, etc.	260,000
Field Aviation Co., Ottawa,	clothing	14,262
Genaire Ltd., St. Catharines, Ont.,	aircraft components	33,139
General Motors Ltd., Oshawa, Ont.,	ambulances	10,077
Goodyear Tire & Rubber Co., Toronto,	fire fighting equipment	10,552
Honeywell Controls Ltd., Leaside, Ont.,	aircraft instruments	408,000
Imperial Oil Ltd., Ottawa,	petroleum products	984,617
Int'l Harvester Co., Hamilton, Ont.,	trucks	127,585
Island Farms Co-op, Victoria, B.C.,	dairy products	44,996
Kelvin & Hughes Ltd., Montreal,	clocks	10,609
Liberty Ornamental Iron, Toronto,	ships' furniture	30,044
Maitland Development Co., Maitland, Ont.,	sonar recording paper	12,381
Marsland Precision Equip., Waterloo, Ont.,	electronic components	23,279
John Millen & Son Ltd., Montreal,	automotive maintenance equipment	11,520
Metro Ltd., Halifax,	bread	17,481
Northwest Industries Ltd., Edmonton,	airframes and airframe components	1,092,328
Peacock Brothers Ltd., Montreal,	ships' machinery	176,893
Phillips Petroleum Co., Calgary,	petroleum products	10,837
Plymouth Cordage Co., Toronto,	manilla rope	14,350
Protective Plastics Ltd., Scarborough, Ont.,	radomes and spares	505,202
Rublin Dairy, Belleville, Ont.,	dairy products	12,228
R-O-R Assoc. Ltd., Don Mills, Ont.,	electronic tubes	99,400
Scythes & Co., Toronto,	flags and pennants	10,583
Silvercel Ltd., Etobicoke, Ont.,	batteries	552,500
Standard Aero Engine Ltd., Winnipeg,	repair of ground rectifiers	62,435
Standard Brands Ltd., Montreal,	coffee	56,318
Standard Oil Co., Vancouver,	diesel fuel oil	68,603
Thermax Ltd., Orillia, Ont.,	ships' furniture	27,333
University of Western Ont., London,	development contract	20,000
Watson Jack-Hopkins Ltd., Ottawa,	fire fighting equipment, etc.	326,801
Western Rubber Co., Alton, Ont.,	medical supplies	50,090
Whitehorse Dairies Ltd., Whitehorse,	dairy products	14,773
Workman Bag Co., Montreal,	sandbags	18,900

Defence Construction (1951) Ltd.
July 1-15, 1959

Contractor	Work	Value
J. Backer Inc., Montreal,	modifications to hangar to house central heating plant — Trenton, Ont.	$133,400
John Bertram & Sons Co., Dundas, Ont.,	settling chamber for wind tunnel — Uplands, Ont.	327,925
Cardinal Painting & Decorating Co., London, Ont.,	exterior painting of permanent married quarters — Shilo, Man.	23,400
Farmer Construction Ltd., Victoria, B.C.,	alterations to building — Esquimalt, B.C.	21,344
H. G. Hay Decorating Co., Portage La Prairie, Man.,	exterior painting of buildings — Portage-La Prairie, Man.	24,440
Lightfoot Const. Ltd., Belleville, Ont.,	removal of sanitary sewer and relaying of new sewer and installation of storm sewer — Trenton, Ont.	49,482
Metallicrete Floor Co., Montreal,	repair concrete buttons on runways—Rockcliffe, Ont.	25,000
C. A. McDowell & Co., Centralia, Ont.,	interior and exterior painting of permanent married quarters — Centralia, Ont.	21,918
Sorensen Construction Co., Vancouver,	construction of combined mess and exterior services — Comox, B.C.	514,923
Standard Paving Ltd., Toronto,	construction of concrete aprons and storm drainage — North Bay, Ont.	26,840
Steen Mechanical Contractors Ltd., Toronto,	construction of steam distribution system — Sydney, N.S.	45,500

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SELECTED GROWTH STOCKS

Steel Strike May Cut Output, Hit Hollinger Earnings Hopes

- *Iron Ore Co. shipments ahead so far . . .*
- *Home Oil expects increasing gas income . . .*

By NESTOR

HOLLINGER CONSOLIDATED GOLD MINES LTD. depends for its earnings almost entirely on the success of its iron ore interests, which include, directly and indirectly, 17.7% participation in **Iron Ore Co. of Canada.**

The protracted U. S. steel strike is now casting a shadow on Iron Ore Co.'s prospects for the balance of this year.

Late last month, IOCO officials stated that due to the steel strike, the company may not be able to attain its target of 12 million tons of iron ore shipments in 1959.

They said that if the strike is very long, it may be necessary to suspend mining operations for the year earlier than usual this fall.

So far this year, IOCO has shipped 7,739,814 tons of ore from Seven Islands, Que. This compares with 5,053,719 tons in corresponding 1958 period. Through the full year IOCO shipped 8¾ million tons.

Company officials said that daily shipping rate was down 30,000 tons per day — from the normal 70,000 daily — due to the steel strike. If the strike does not end soon, some of this tonnage will be lost for good this season, as it will not be possible to make up the shipments.

While the steel strike is disrupting IOCO's established operations, company is pushing ahead with its Carrol Lake project in the Wabush Area. There, IOCO is opening new mines on a low-grade iron ore deposit and will produce six million tons of iron ore concentrates annually.

The project is scheduled to go into operation in 1962.

Right-of-way for a branch railroad line into Wabush is being cleared and laying of rail is to start this fall.

A pilot mill operating on the property is testing both dry and wet processes in order to determine which method will be most economical for concentrating the low-grade ore.

In addition to the IOCO project, **Labrador Mining & Exploration Co.** — one of the concession companies — is also investigating the possibility of establishing its own mining and concentrating operation in the Wabush area.

Discussions are being held between Labrador Mining and prospective ore customers, it's reported.

Hollinger, at recent market price of $30¾, is 54% above UV level ($20), could rise 40% before reaching OV level ($43). Price is 61 times 1958 earnings of 50c a share. Yield is 1.56% at indicated dividend rate of 48c per share. Price this year has ranged between a high of $35½, a low of $30⅝.

* * *

HOME OIL CO. faced with stiff marketing problems for crude oil, is stressing natural gas developments this year. Demand for gas is exceeding expectations and Home is rushing plant construction and land development to gain a bigger share of the immediate market.

Oil developments are still setting a good pace, with most of the emphasis on the Swan Hills area. By pressing oil developments, company expects to be in strong competitive position when demand picks up.

The stake in gas includes large reserves — 495 billion cu. ft. — in several fields, and major share interest in **Trans-Canada Pipe Lines.** Stepped up gas sales this year are expected to help offset slack demand for crude oil. And forecasts indicate gas sales will rise sharply in the new few years with substantial impact on Home earnings.

Latest move to boost natural gas sales to keep pace with demand, is construction of a $3.75 million gas processing plant in the Home discovered Carstairs field of Alberta. The plant, to be built by Home and associates, will have capacity of 75 million cu. ft. per day. Initial operations are scheduled for March 1, 1960, when sales to Trans-Canada will start.

First boost in gas income will come late this year when sales from the Nevis field get under way. A scrubbing plant to serve the field has been under construction this year.

The new Carstairs gas facilities will add total of $6.6 million in cash flow to Home treasury over next five-year period, states President R. A. Brown, Jr. Trans-Canada has contracted for total of 66 million cu. ft. per day (peak volume) from the field in which Home has an approximate 40% interest. Sales from the Nevis field will mean additional $1 million in cash flow over the five-year period, he said.

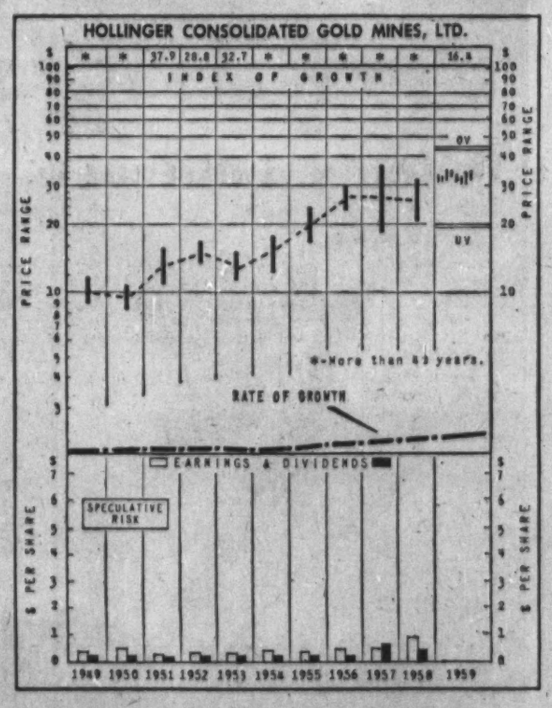
Another diversification move, investment in **Federated Pipelines,** is likely to start paying off soon. Joint partner of Home in the pipeline company is **Texaco Canada Ltd.** Federated was granted license to service the Swan Hills field in 1957, and completed construction of its $5.5 million pipeline last year. Throughput has been averaging about 4,100 bbl. daily, well below capacity of 40,000 bbl. But growing importance of Swan Hills field should mean rapid climb in throughput and earnings for Federated.

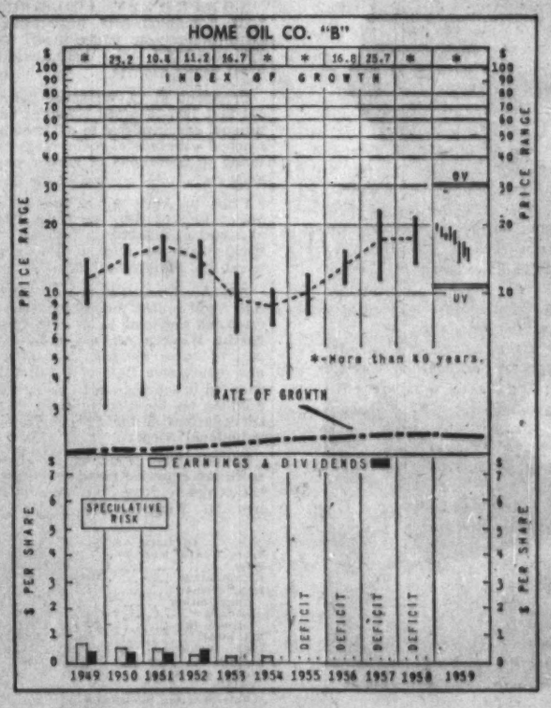
Swan Hills is now rated as the second largest field in Canada, behind Pembina, and if predicted expansions develop, the field 150 miles northeast of Edmonton will be most prolific producer yet discovered in western Canada.

Home made one of the biggest land deals on record this summer as it continued to pick up acreage with potential. Together with associates, Home agreed to pay $3.5 million for total of 1,224,050 acres in the Yukon and Northwest Territories close to the B. C. border. In addition to the bonus payment, Home and associates committed themselves to expenditures of $3 million on exploration over a five-year period. The acreage lies just north of the big Petiot River gas find made early this summer in northern B. C.

Home plans call for exploration work by two geophysical crews this winter. In addition two and possibly three wells are planned in the initial probe.

Home Oil B, at recent market price of $13 a share, is 18% above its UV level ($11), could rise 131% before reaching OV level ($30). Net loss in 1958 amounted to 50c per share. No dividends are paid. Price this year has ranged between a high of $20¾, a low of $13.





How to Read Nestor's Special Stock Charts

INDEX OF GROWTH: The rate at which the value of the equity behind the stock is doubling as determined by the growth rate at which it entered the year. A figure of 5.6 for the present year would indicate that at its current growth rate the equity value is doubling every 5.6 years.

PRICE RANGE: The annual high low and mean price. Monthly ranges for the current year.

UNDERVALUATION AND OVERVALUATION PRICE LEVELS. Shown by the narrow horizontal lines above and below the stock's price range indicating price at which the particular stock is adjusted as underestimating or overestimating its future rate of growth. A stock showing a fast growth rate will sometimes anticipate growth by two or three years. In this case it may not be so attractive a purchase relatively as some other fast-growing stock that is not anticipating its growth beyond the immediate present. Other factors such as rate of growth and investment quality will also enter into the comparison an investor will want to make.

Without these UV or OV levels a current quotation of, say, 85 or 75 would carry no significance regarding long-range value. The UV/OV levels also permit judgment as between one stock and another. They are not designated points of purchase or sale nor do they attempt to show what will be a stock's bottom or top figures in any given year.

RATE OF GROWTH: The rate as based on Nestor's tests at which the company is showing underlying or long-term growth. This will determine the price trend of the company's common stock over a period of years and in most instances the trend of dividend payments.

**Background and principles behind the selection by Nestor were discussed in a special article in FP, Jan. 10, 1953. A limited number of reprints are available on request.*

New Bank Opens In West Indies

The **Bank of London and Montreal Ltd.** began business in the West Indies this week when it opened its first branch in Kingston, Jamaica.

Formed last fall to serve the West Indies, Latin America and the Bahamas, BOLAM is jointly owned by the **Bank of Montreal** and the **Bank of London & South America Ltd.**

The new bank's head office is in Nassau, Bahamas. It plans to open a second branch early next year in Port-au-Spain, Trinidad.

Herbert B. Twiss, whose last post was with the Bank of Montreal in Victoria, B.C. is to be the manager of the BOLAM branch in Jamaica.

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J. R. G. VALLEE, accountant, Alma, Que., to be manager, Port Alfred, Que.

J. M. E. DUPONT, manager, Port Alfred, Que., to be manager, Ste. Adele, Que.

E. F. WHITE, assistant manager, Windsor, Ont., to be manager, Walkerville, Ont.

W. D. CAMPBELL, manager, Rose Valley, Sask., to be manager, Reston, Man.

J. C. D. THOMAS, accountant, Yorkton, Sask., to be manager, Rose Valley, Sask.

D. C. SHANNON, accountant, Mountain Ave. and McGregor St., Winnipeg, to be manager, Bissett, Man.

R. W. JONES, manager, University Ave. and College St., Toronto, to be assistant manager, King and Yonge Sts., Toronto.

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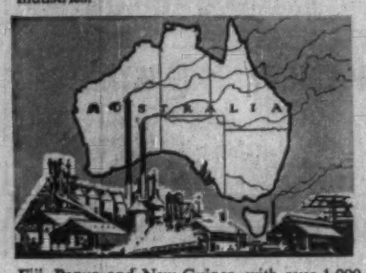

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Company Reports

Food

CANADA BREAD CO., Toronto, consolidated net profit of $430,362 for year ended June 27, 1959, was 4.6% higher than previous fiscal year's $411,505.

Profit margin of 1.5c per sales dollar is not sufficient to provide for growth and financial security, President D. A. Ross says.

Labor and distribution costs continued their upward trend, the president reports. Sales services were reduced and plants have been further centralized to offset costs.

Capital expenditures for machinery and equipment amounted to $425,000.

Immediate outlook is somewhat clouded by current period of readjustment in production and distribution, Mr. Ross states. High labor costs and growth of the chain store operation are responsible, he adds.

CONS. INCOME ACCOUNT

Years Ended:	June 27 1959	June 28 1958
Net earnings	$1,283,848	$1,335,255
Less: Depreciation	586,774	557,845
All int.	134,412	141,954
Bd. disc. & exp.	6,800	6,851
Inc. tax	125,500	217,000
Net profits	430,362	411,505
Less: B pref. divds.	62,500	62,500
Common divds.	20,000	20,000
Surplus for year	347,862	329,005

*As a result of claiming for tax purposes depreciation in excess of amt. shown in the accounts, net profit was increased by approx. $82,000 in 1958 and $146,000 in 1959.

Times All Interest Earned:		
Before deprec.	9.55	9.41
After deprec.	5.19	5.48
Earnings per Share and Dividend Record:		
B pref.*	$17.21	$16.46
B pref.†	9.46	9.08
Paid	2.50	2.50
Common†	0.97	0.92
Paid	0.10	0.10
*Before (after) participation.		
Shares o/s:		
Class B, $50 par	25,000	25,000
Common, n.p.v.	200,000	200,000

CONDENSED CONS. BALANCE SHEET

As at:	June 27 1959	June 28 1958
Cash	$502,719	$502,364
Accts., rec. less res.	549,216	653,176
Inventories	770,847	918,592
Prepaid exps.	171,236	190,885
Total curr. assets	2,083,818	2,265,017
Fixed assets*	6,019,551	6,157,198
Bond disc. exp.	41,321	48,121
Misc.	49,972	29,742
Total assets	8,194,662	8,500,078
Accts., etc., pay.	1,412,929	1,619,818
S.f. instal.	190,000	....
Income taxes	15,300	154,858
Divd. pay.	35,625	35,625
Total curr. liab.	1,653,854	1,810,301
Funded debt	2,460,000	2,710,000
Def. liab.	133,334	380,165
Capital stock	1,275,000	1,275,000
Surplus	2,672,474	2,324,612
*After depr. of	5,602,361	5,191,987
Working capital	429,964	454,716

NEW PLANT

Cataphote Corp., Toledo, O., will open a $100,000 plant at Brantford, Ont., around Nov. 1, for production of reflective glass beads and other materials. Canadian plant, Cataphote president, William H. Searight says, will supply the growing Canadian markets as well as the company's foreign warehouses via the St. Lawrence Seaway.

Public Utilities

POWER CORP. OF CANADA, Montreal, net profit of $2,200,589 for year ended June 30, 1959, was 3.2% lower than previous fiscal year's $2,273,054.

Dividends received from **Bathurst Power & Paper Co.** were $180,000 lower than in 1957-58.

Operating expenses declined 18.4%, reflecting economies in management, President A. D. Nesbitt reports.

A profit on sale of investments totaling $725,274 was transferred to investment reserve.

Value of investment portfolio at June 30, 1959, was $86,730,424 ($79,177,875 a year earlier), and break-up equity value $89 per common share ($80).

Annual meeting is Sept. 25.

Here is investment portfolio of Power Corp. at the end of the past two fiscal years:

Market value at June 30:	1959 $	1958 $
Avalon Telephone	387,115	387,115
Bathurst P. & P.	6,668,008	4,588,000
B.C. Power	8,510,000	9,227,600
British Nfld. Corp.	554,925	554,925
Cdn. Celanese	968,875	595,000
Cdn. Oil Cos.	20,494,373	19,768,748
Cdn. Pwr. & Paper	535,851	433,800
Dominion Dairies	955,138	....
East Koot. Pwr.	1,676,530	1,620,000
G. M. Gest	1,200,157	1,180,657
Imperial Investment	2,142,983	1,952,309
International Nickel	462,500	379,350
International Utilities	1,260,000	1,100,000
Nor. Quebec Pwr.	4,331,808	4,204,881
Que. Natural Gas	1,063,253	1,616,765
Royal Bank of Can.	4,432,320	3,304,800
Shawinigan W. & P.	13,479,537	13,178,694
Trans-Can. Pipe Line	6,574,340	6,750,606
United Towns Elec.	1,013,875	1,013,875
Wn. & Cent. Gas	2,567,845	271,800
358 St. James St. W. Inc.	428,750	428,750
Miscellaneous	3,609,741	3,355,200
Advance to subsids.	2,965,000	2,995,000
Govt. of Can. Bds.	452,500	....
Total	86,730,434	79,177,875

INCOME ACCOUNT

Years Ended June 30:	1959	1958
Net earnings	$2,706,162	$2,749,129
Less: Debt int.	432,500	433,250
Income tax	73,073	42,825
Net profit	2,200,589	2,273,054
Less: 4½% 1st pref. divd.	270,000	270,000
6% noncum. pf.	358,371	358,371
Common divd.	1,239,710	1,239,710
Surplus for year	332,508	404,973
Times Deb. Interest Earned	....	6.35
Earnings per Share and Dividend Record:		
4½% 1st Pref.:		
Earned	$18.34	$18.94
Paid	2.25	2.25
6% noncum. pf	16.16	16.77
Paid	3.00	3.00
Com.: Earned	2.53	2.65
Paid	2.00	2.00
Shs. o/s at June 30:		
1st pref. $50 par	12,000	12,000
6% non cum. pref., $50 par	119,457	119,457
Common, n.p.v.	619,355	619,355

CONDENSED BALANCE SHEET

As at June 30:	1959	1958
Cash	$28,444	$563,242
Accts., etc.	275,732	306,462
Total curr. assets	304,176	869,704
Invests.:† Misc.	39,237,900	32,114,947
Sub. & affil. cos.	18,436,402	13,519,901
Loans	2,965,000	2,973,000
Furn. & fixtures*	1	1
Deferred exp.	38,103	40,506
Total assets	80,981,582	49,518,061
Accts. pay. & accr.	666,037	248,603
Taxes	44,197	35,892
Divds. pay.	146,443	146,443
Total curr. liab.	856,677	450,938
Funded debt	9,500,000	9,500,000
Capital stock	24,651,190	24,651,190
Special reserve	9,684,181	8,958,907
Surplus	6,289,534	5,957,026
†Total mkt. val.	86,730,434	79,177,875
Working capital	3552,501	418,766

*After depreciation.
‡Subsidiaries only.
‡Excess of curr. liabs. over curr. assets.

NORTHWEST INDUSTRIES LTD., Edmonton, Alta., net profit of $158,241 for year ended April 30, 1959, was 36.4% lower than previous fiscal year's $248,714.

President F. G. Winspear points out that 1957-58 profit reflected additional earnings due to agreements reached with federal government relating to operations of earlier periods.

Prior to April 30, company acquired 93% of **B.C. Air Lines Ltd.** at a cost of $400,000. In the current fiscal year, the remaining 7% interest was acquired for $30,615.

B.C. Air Lines then acquired certain flight routes, together with aircraft and servicing equipment from **Pacific Western Airlines Ltd.** at a cost of some $400,000. Subsidiary now operates a fleet of 27 aircraft engaged in schedule and charter operations on the Pacific coast with headquarters at the Vancouver International Airport.

Benefits from repair and overhaul work are expected to accrue to parent company from its new subsidiary, Mr. Winspear says.

INCOME ACCOUNT

Years Ended Apr. 30	1959	1958
Sales	$4,053,129	$4,772,115
Net earnings	326,535	452,109
Less: Deprec.	53,297	58,090
Amortization	2,133	2,133
Interest	5,864	14,172
Income tax	107,000	129,000
Net profit	158,241	248,714
Less: Dividends	81,000	81,000
Surplus for year	77,241	167,714
Earned per Share	$1.46	$2.30
Paid	0.75	0.75

Note—For tax purposes capital cost allowance exceeds depreciation in accounts by $145,570, of which $15,172 is applicable to year ended Apr. 30, 1959.

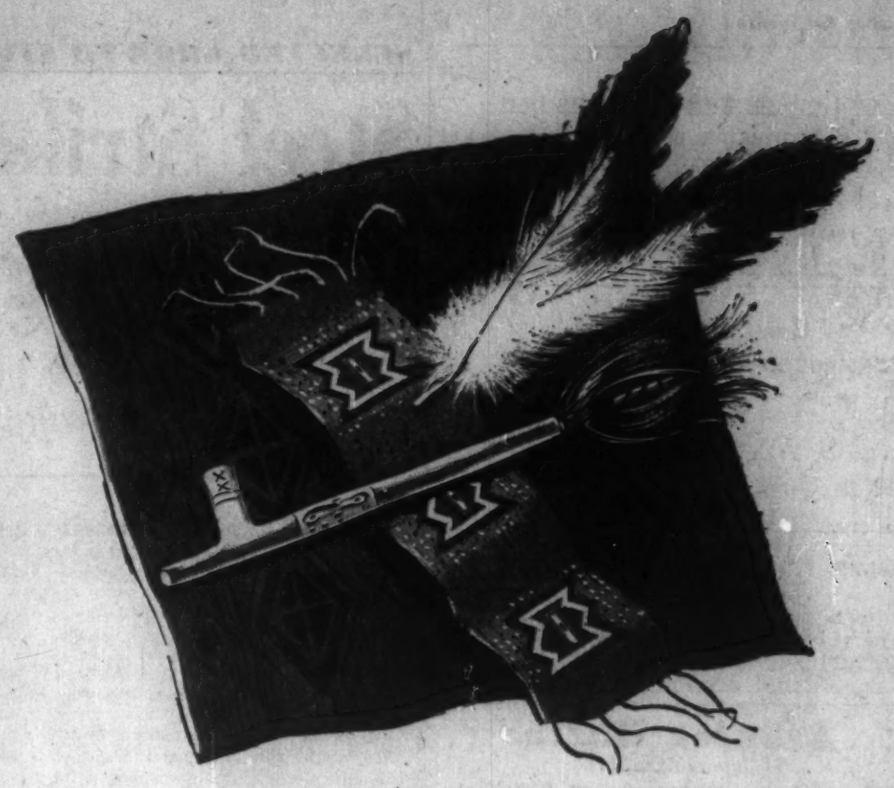
Shares o/s at April 30:		
Common, n.p.v.	108,000	108,000

CONDENSED BALANCE SHEET

As at Apr. 30:	1959	1958
Cash	....	$115,544
Mktble. sec. at mkt val.	$415,975	457,775
Accts. rec.‡	60,294	48,889
Due from Dom. Govt.	845,070	231,752
Inventories	394,614	392,481
Prepd. exps.	34,301	33,186
Total curr. assets	1,750,257	1,549,607
Deferred charges	9,239	16,199
Inv. shares subs.	400,000	....
Fixed assets*	2,277,143	2,446,093
Total assets	4,436,639	4,631,899
Due bank	534,427	....
Accts., pay., etc.	374,560	399,733
Income taxes	57,000	67,428
Total curr. liabs.	965,987	467,161
Invest. res.	26,196	10,719
Def. liabs. sec. by mtge.	....	26,217
Capital stock	1,080,000	1,080,000
Earned surplus	936,759	880,108
Revaluation surplus	1,437,697	1,577,694
‡After res. for bad debts of	5,122	9,737
*After deprec. of	1,128,718	988,332
‡At cost	472,374	711,106
Working capital	784,270	1,189,448

HELP FOR SCHOOL MARM

Teachers at a number of Indian schools on the Prairies had mobile homes for the first time this summer. Purchased by Indian Affairs Branch, Department of Citizenship and Immigration, the mobile homes provide greater flexibility in providing accommodation for teachers. Mobile homes can now be substituted in places where permanent teacherages aren't needed, thus cutting down on building costs.



THE WEST HAS A PAST . . .
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And a present, which should not be overlooked! For though we may be rightly proud of our past heritage, and anticipate a tremendous growth in future years — it is the present we live in — and the present is NOW.

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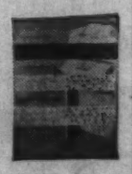


THE BELL TELEPHONE COMPANY OF CANADA

Baby-Sitting $100 Million Industry Now

Thinking of cashing in on the boom? It's a small operator's field, but there's lots of room for good ideas . . .

By RAY MAGLADRY

Is it a business or a hobby?

Whatever it is, baby sitting and care means a turnover annually in Canada that likely runs well over $100 million.

"I'm in business like anybody else. I'm selling a service. My clients pay for it, the sitters make money and I make a profit."

That's the hard-headed approach of a big Metro Toronto agency that takes on all kinds of homesitting jobs.

"Oh, I'm quite unbusinesslike, not in this for profit so much as something to do that is socially useful and gratifying."

That's the leisurely business philosophy of Mrs. D. E. Parker who owns and operates another Toronto private agency.

To thousands of teen-age high school and college students, baby sitting is something else again.

It's simply a sideline path to extra pocket money.

Changing patterns of family life, higher incomes have sent baby sitting soaring into the multi-million-dollar ranks of business.

But it's a small operator's field because of its nature.

While several agencies have appeared in major centres in post-war years, a large number have disappeared when operators found the profits smaller than expected.

Meanwhile, the girl-next-door with limited neighboring clientele is seeing her part-time vocation rise in stature and prestige.

Magazine and newspaper columns outline its intricacies.

Now, even the Ontario Department of Public Welfare issues baby-sitting handbooks to the public.

The booklet elevates sitting to "a public trust," as well as a sideline which introduces thousands of young people to their first venture in commerce.

A young suburban student in southern Ontario makes an average of $10 a week the year-around.

In the same city, a 35-year-old widow works through a private sitting agency to make $50.

Rates for the teen-age free lance will vary from province to province, city to city, district to district within the city.

Generally, they run from 25c hr. to 60c hr., perhaps 15c more after midnight. This is the cheapest kind of sitting service available to a consumer. It's also the kind providing the least professionalism.

For special jobs, for a guaranteed quality in sitting, the consumer must turn to an agency — either the non-profit type run by a club or a private agency.

ONTARIO BOOKLET gives baby-sitting industry status.

Here, the rates are steeper: One metropolitan agency of medium size charges 60c hr. (with minimum of four hours) before midnight. On a daily basis, it runs to an average of $6-$7.

There is a wide variety of rates that can and are quoted. The quotation you would get would depend on number and age of children in your home, the services you expect.

But there is little doubt that agencies, or many of them, provide a carefully controlled service.

"Our sitters are all screened carefully, procedures laid down. They know their job," one agency operator says.

Mrs. Parker — the "unbusinesslike" operator — puts a heavy stress on "very personal service."

This includes motherly chats with regular clients and the sitters who work through her **Christopher Robin Service.**

"All my sitters are over 30 years of age, some are specialists with the very young, none are permitted to smoke or drink while baby sitting.

"Many of them are independent, don't need the money but want something to do."

She notes that several agencies have folded despite the growth of baby sitting.

"Probably a lack of control over type of sitters, and clients too," Mrs. Parker believes.

The cardinal rules for good sitting are outlined by the Ontario Department of Public Welfare:

- Be ready to prove good health.
- Be on time.
- Stay off the phone and out of the refrigerator.
- It's a paid job: Care of the children comes before school homework.

Winnipeg Gas In the Black In First Half

Operating results of Greater Winnipeg Gas Co. for the first half of 1959 were substantially better than anticipated, President Gordon Osler stated in a letter to shareholders.

Net income for the period amounted to $21,896, as compared with a deficit for the same period of last year. Acceptance of natural gas by the public in the Winnipeg area has resulted in a gain of 1,946 customers since the first of the year.

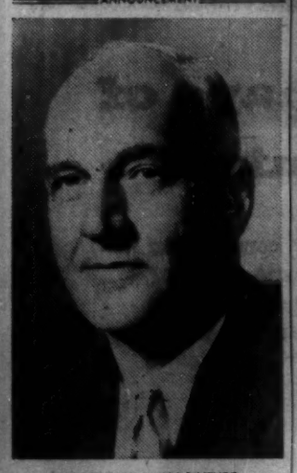
Construction expenditures to date this year have been $1,196,000 and have been used principally for the installation of services for new customers, reinforcement of portions of the distribution system and expansion of mains to new areas.

It is estimated that construction expenditures in the last half will be considerably greater and that **total expenditures for all of 1959 will be $5 million.**

The franchise position of the company was clarified by the enactment of a bill by the Province of Manitoba in July, establishing a uniform 25-year franchise in the 16 communities comprising Greater Winnipeg. The new franchise will enable the company to better plan its future program.

No income taxes have been payable because of tax losses from prior years.

ANNOUNCEMENT



MALCOLM A. MACINTYRE

Malcolm A. MacIntyre, former Under Secretary of the Air Force, whose election as President and Chief Executive Officer of Eastern Air Lines was announced today by Captain Eddie Rickenbacker, Chairman of the Board. In re-alignment of key officers, to enable Company's founder to devote more time to long-range planning and major policy matters, Rickenbacker will head Board's new 7-man Executive Committee; Armstrong named Executive Vice President to direct airline's financial operations.

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That is what he has been trained to do. That is what he likes to do. You'll find he's a good man to know.

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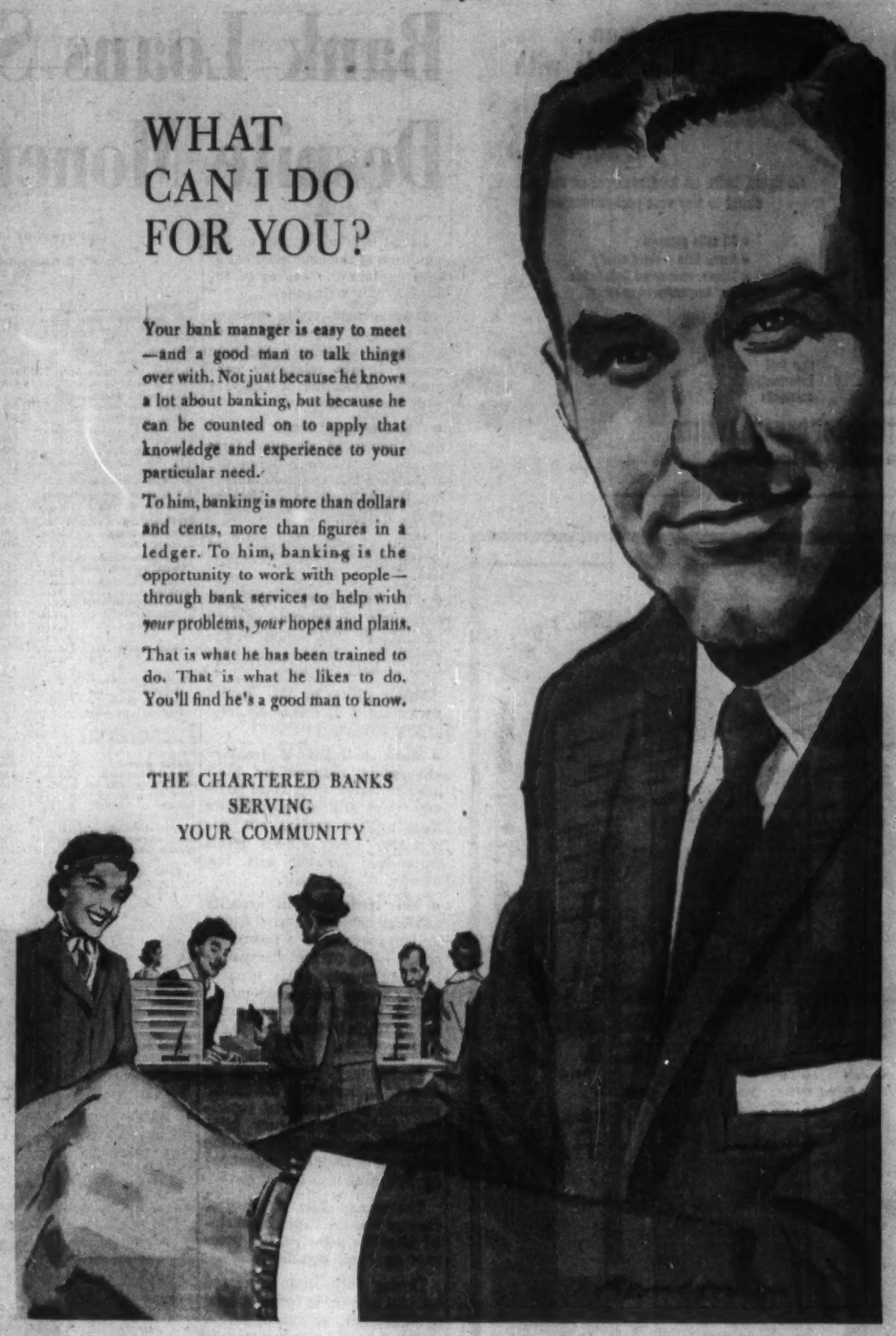

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At the Canadian Johns-Manville Co., Limited, Port Union, Ontario, Transite Pipe is produced by automatic means for the first time in Canada or the United States. Honeywell Instrumentation controls the entire process from the spraying on of the slurry, through the forming process up to the removal of the mandrel. The possibility of human error is eliminated.

Mr. William Adams, Superintendent of Transite Pipe Production, has this to say: "Automatic control has helped step-up production, improved product uniformity, minimized spoilage and reduced manufacturing costs."

Honeywell customized instrumentation can help increase efficiency in your operation. Honeywell offers you the most comprehensive line of instruments. And with the most extensive field service organization in Canada, Honeywell engineers are available to work with plant and engineering personnel to devise an instrumentation system for your processing. Honeywell can, if you wish, install, start-up and maintain systems. For complete information, call the nearest Honeywell office, or write to Honeywell Controls Limited, *Industrial Division*, Toronto 17, Ontario.

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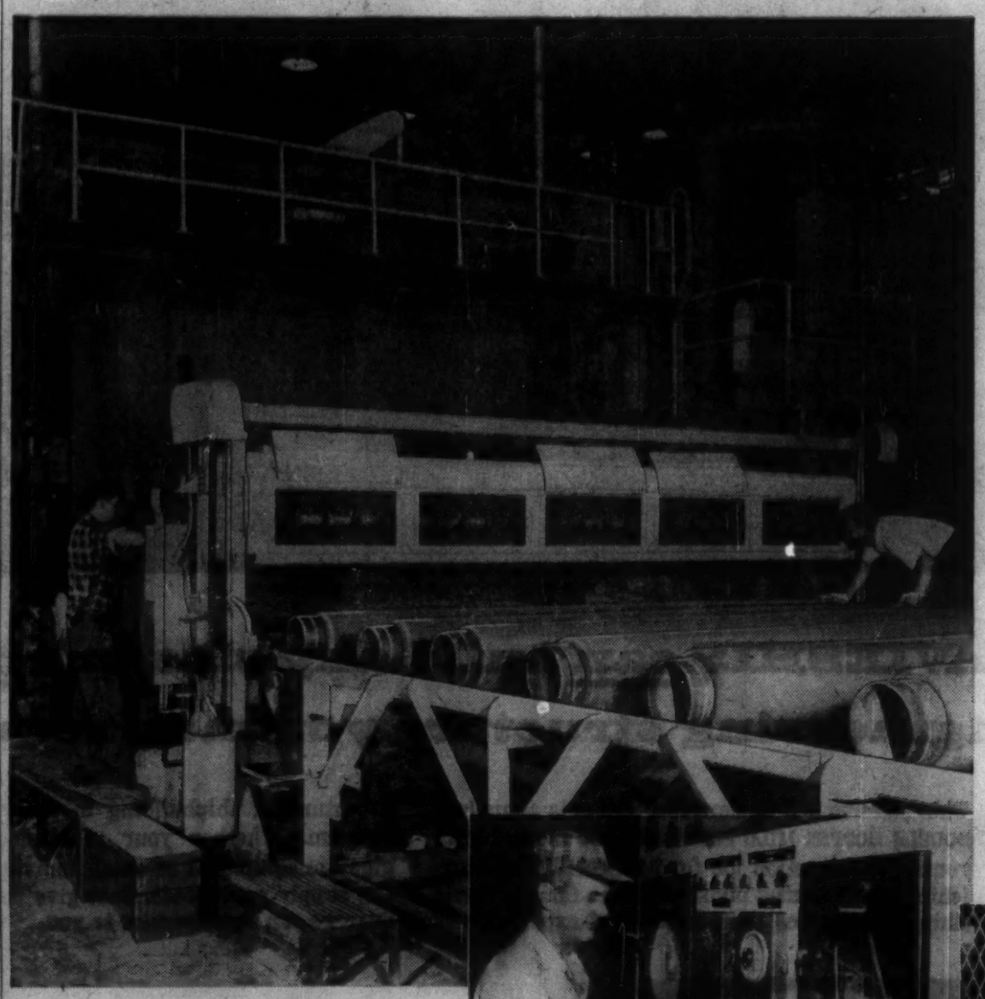
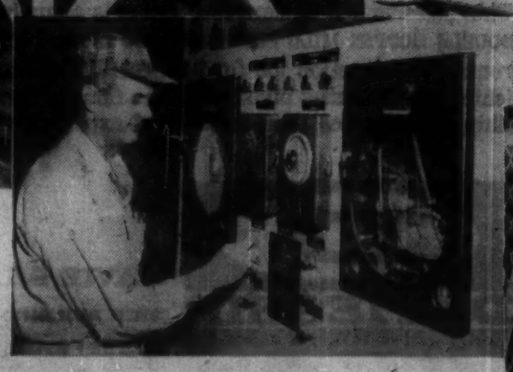
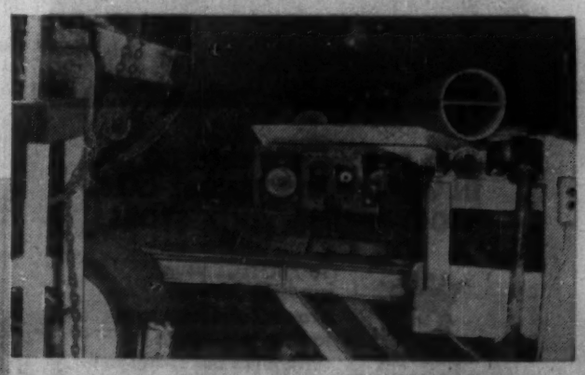


ABOUT TO TAKE THE CURE. Formed Transite Pipe rolls down the runway on its way to the steam curing chambers. Transite Pipes are used for water and sewage systems, underground conduits, venting etc.



RIGHT ON THE BUTTON. Pushing the start-up button starts the operation of making Transite Pipe. The cam at the right controls the cycle for completing the particular size of pipe in production. Pre-cut cams are available for various sizes of pipe.

PRESSURE TESTING. Here the operator scans the Honeywell recording pressure meter which counts the number of pipes tested. Each length of pipe is tested at more than three times the pressure it is expected to withstand in normal service.



BLENDED PIPE MIXTURE. This is how the mandrel picks up the mix to form another length of Transite. The mixture clings to the mandrel to form a monolithic wall, which adds extra strength and extra durability to pipe.

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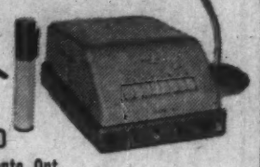

For full information contact:

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Bank Loans Still Edging Up Despite Monetary Stringency

Latest over-all figures on the condition of the chartered banks help explain the causes of today's credit stringency.

Despite fast-rising demand for loans of almost all sorts, the Bank of Canada has held money supply relatively constant since October of last year with the result that:

- **The chartered banks reduced** their portfolios of short-term government bonds in the month of July by $80.3 million, bringing the cutback in a year to $338.7 million.

Value of remaining holdings at the end of July: $538.9 million.

- **The banks cut back** their long-term government bond holdings by $8.7 million in the month for a year-to-year decline of $451.3 million.

Total value of the banks' portfolios at the end of July: $1,523 million.

- **Bank holdings of treasury bills** were reduced by $36.7 million during July. Total holdings were still slightly higher than a year earlier but appreciably lower than levels maintained in the first few months of this year.

- **This reduction in security holdings** helped finance a $289.4 million increase — a record increase — in current loans during the month. This brought total current loans outstanding $975.9 million above year-before totals to touch the $5,877 million mark.

Preliminary figures up to Aug. 26 indicate that the banks' holdings of government securities, including treasury bills, dropped another $175 million while general loans advanced by $80 million.

The steady flow of personal savings into the banks has helped alleviate some of the pressure on bank liquidity.

During July, these increased by $6.8 million to reach a total of $7,207 million. This is a $150 million or 7.6% year-to-year gain.

For further details see table.

Commenting on the fact that the Bank of Canada has held money supply steady since late last year after a 14% increase in the previous 12 months, **Nesbitt, Thomson & Co.** states:

"It would appear that there should be no shortage of funds to finance economic development and if funds seem to be relatively scarce and costly, there are reasons other than an actual shortage of the supply of money to account for it."

One of these, says the company, is the fact that the velocity of circulation of money has decreased substantially from its level of 1957 and is lower also than the velocity of circulation in the U. S.

Behind this is the fact that 54% of the money supply is in the form of personal savings deposits which, in total, are largely inactive.

Their current size is a reflection of many depositors' preference for liquidity which, in turn, stems from a lack of confidence in the market for fixed income securities, according to Nesbitt, Thomson.

"Even though these savings deposits are reflected in the employment of assets by the banks through their loans and holdings of investment securities, an increase in the turnover of the deposits could finance a higher level of economic activity.

"In effect, cheques drawn on savings accounts would soon be offset by a corresponding increase in the more actively moving current account (business) deposits."

CONDITION OF CHARTERED BANKS IN CANADA

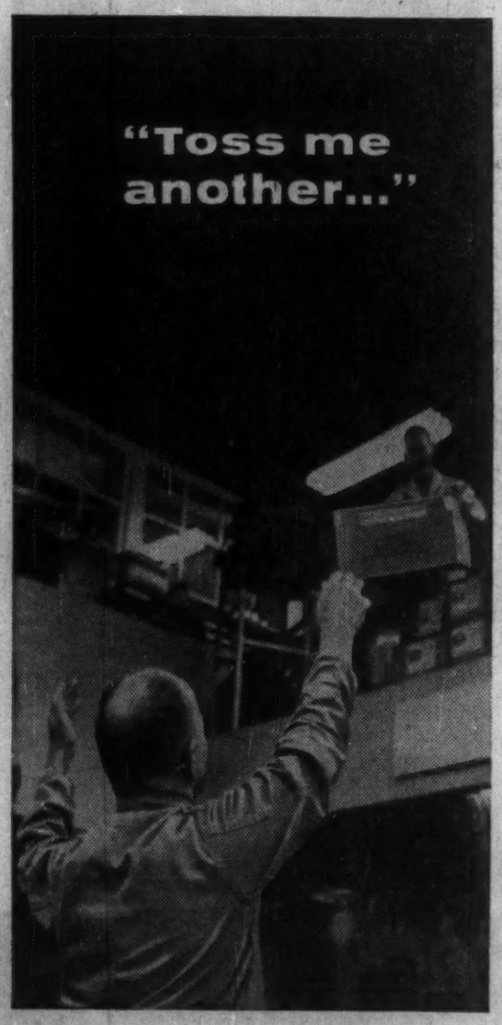
ASSETS

Immediately Available Liquid Assets (In Thousands of Dollars)

	July 31 1959	June 1959	Change	July 31 1958	Change
Canadian coin	23,320	22,140	+180	22,659	—339
Gold & coin abroad	1,445	1,583	—138	1,818	—373
Bk. of Can. notes & dep.	925,367	922,440	+2,927	907,540	+17,827
Foreign currency	46,534	48,069	—1,535	45,090	+1,444
Dep. oth. bks. in Can. curr.	9,239	7,189	+2,050	3,613	+5,624
Foreign banks	329,253	377,915	—48,662	355,276	—26,023
Cheques, oth. items in tr.	736,544	1,144,362	—407,818	773,745	—37,201
Govt. of Can. treas. bills	973,799	1,009,456	—35,657	914,219	+59,580
Government Securities:					
Dom. short-term	538,930	619,196	—80,266	877,676	—338,746
Dom. long-term	1,522,993	1,531,691	—8,698	1,974,250	—451,257
Provincial	399,570	397,842	+1,728	359,967	+39,603
Municipal secs.	209,681	207,289	+2,392	184,391	+25,290
Other secs.	543,219	539,953	+3,266	534,201	+9,018
Secs. oth. than Canadian	539,244	483,858	+55,386	546,582	—7,338
Mortgages	887,111	864,843	+22,268	662,687	+224,424
Can. call & short loans	175,104	170,326	+4,778	209,307	—34,203
Call & short loans abroad in nonCan. currency	770,255	708,600	+61,655	644,227	+126,028
Provincial loans	24,839	35,673	—11,834	14,723	+10,106
Municipal loans	366,273	345,351	—37,078	219,333	—11,060
Current loans	5,877,528	5,588,266	+289,262	4,901,646	+975,882
Other loans abroad in non-Canadian currency	733,830	737,451	—3,621	603,509	+130,321
Noncurrent loans	1,386	1,389	—3	1,364	+22
Premises	193,519	191,667	+1,852	187,901	+25,618
Loans to corporations	50,388	49,636	+752	40,090	+10,298
Letters of credit	229,846	215,744	+14,102	203,777	+26,069
Other assets	6,190	6,177	+13	6,203	—13
Total assets	15,956,407	16,130,306	+173,899	15,175,803	+780,604

LIABILITIES

Canadian currency:					
Dep. by fed. govt.	365,971	373,423	—9,452	441,826	—75,855
Dep. by prov. govt.	154,306	210,072	—55,766	155,101	—795
Dep. by other bks.	121,999	114,471	+7,528	140,503	—18,504
Foreign currency:					
Dep. by other bks.	694,093	672,532	+21,561	406,923	+287,170
Personal savings	7,207,595	7,200,821	+6,774	6,697,334	+510,261
Notice deposits	599,836	604,330	—4,494	578,654	+21,182
Demand deposits	3,919,983	4,158,390	—238,407	3,964,485	—44,502
Oth. deposits in for. curr.	1,697,442	1,628,370	+69,072	1,766,738	—69,296
Adv. from Bk of Can.	.....	.....	.....	.....	.....
Letters of credit	229,846	215,744	+14,102	203,777	+26,069
Other liabilities	59,215	53,441	+5,774	50,208	+9,007
Capital paid-up	253,286	250,455	+2,831	222,016	+31,270
Rest accounts	647,793	641,215	+6,578	539,270	+108,523
Undivided profits	5,042	5,042	.....	8,958	—3,916
Total liabilities	15,956,407	16,130,306	—173,899	15,175,803	+780,604



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Trull to Head Bongard Funds

Mr. John C. Trull has been appointed manager of the Mutual Funds department of **Bongard & Co.** on Sept. 1, Mr. Gordon R. P. Bongard reports.

New position was created due to department's expansion during the past year, Mr. Bongard says.

Mr. Trull now has over-all direction of the Mutual Funds department. Working with him, as divisional managers, will be: James A. Howe, Toronto office; Warren A. Robinson, Hamilton office; Alan F. Dodds, London office; and Gerard B. Janisse, Windsor office.

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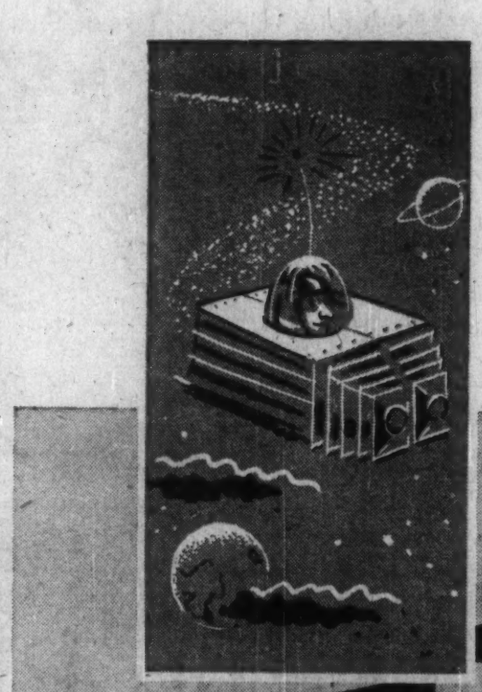

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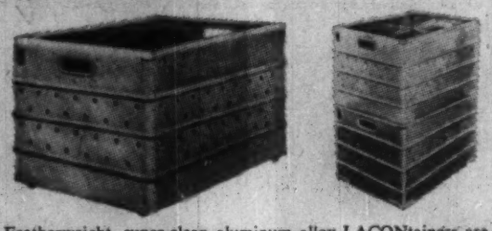

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Bigger Pay-out by Mines Leads September Dividends

Dividend payments and declarations for the first nine months of 1959 are little changed from those in the same period last year.

Final totals for the first eight months of 1959, plus the preliminary figures for September, amount to $578.7 million, a rise of 0.9% from the $573.7 million paid in January - September 1958.

The September total so far is $86,774,809 on 241 issues, up 2.1% from the final total of $84,981,623 on 275 issues in September, 1958.

Greatest gain is shown by the mining group. Declarations for this month to date total $20,427,278 on 16 issues, an increase of 21.7% from $16,789,080 paid on 13 issues in September last year.

In the financial group, declarations and payments at $8,450,332 on 31 issues were 1.9% higher than the final total of $8,295,129 paid on 48 issues a year ago.

Preliminary figure for the oil companies is down 7.8% — $16,880,656 on 10 issues, compared with $18,313,657 on eight issues in September, 1958.

Dividend declarations and payments to date in the industrial and public utilities group amount to $41,016,543 on 184 issues, a decline of 1.4% from the $41,583,757 paid on 206 issues in the same month last year.

Monthly Dividends

	1959	1958
	$	$
January	74,600,862	74,602,659
February	33,254,160	37,888,242
March	89,354,316	85,886,027
April	60,112,346	60,750,253
May	36,415,331	27,835,094
June	94,477,167	90,482,873
July	66,891,725	72,140,775
August	37,851,465	36,179,692
September	86,774,809	84,981,623
Total	578,732,180	573,747,834

Industrials and Utilities

Company:	Rate	Date	Amount
	$		$
Acadia-Atlantic pfd.	1.25q	15	37,500
Agnew-Surpass	.19q	1	60,443
Algoma Cent. & Hud. Bay Rlwy. pf.	.75q	1	59,864
Algoma Steel	.25q	30	1,427,770
Aluminium	†.12½	5	3,789,355
Aluminum 4% pf.	.25q	1	110,504
Anglo-Can Tel. A	.30q	1	146,130
Argus	.25q	1	346,765
Asbestos Corp.	.30q	30	540,000
Auto Electric	.25q	15	31,948
Avalon Tel.	.10q	30	28,478
Do. 5% pf.	.31¼q	30	8,107
Do. 5½% pf. '59 ser.	.34⅜q	30	22,998
Do. 6% pf.	.37½q	30	9,373
Do. 7% pf.	.43¾q	30	7,000
Barber-Ellis	.80q	15	36,400
Bathurst Pr. & P. A	.50q	1	200,000
Bird Construction	.60q	30	14,400
Boyles Bros. Drill. A	.15q	1	49,497
Bridge & Tank	.39q	1	104,369
Do. pfd.	.43¾q	1	25,938
T. G. Bright	.25q	30	25,000
Do.	.33⅓q	30	21,425
Brit. Amer. Bk. Note	.40q	15	60,000
B. C. Packers A	.37½s	15	75,318
Do. B	.50s	15	185,118
Brown Co.	†.15	1	403,679
Burrard D.D. A	.12q	15	30,000
Can. Cement pf.	.32½q	31	227,500
Can & Dom. Sugar	.15	1	232,500
Can Fdry. & Forg. A	.37½q	15	8,718
Can. Malting	.50q	15	106,394
Do. pfd.	.30	1	27,600
Can. Vinegars	.30	1	27,500
Do. pfd.	.29½q	15	49,688
Can. Wire & Cable A	1.00q	15	458
Do. B	.15q	15	156,813
Cdn. Celanese	.20q	30	248,227
Do. $1 pfd.	.25q	30	25,000
Do. $1.75 pfd.	.43¾q	30	175,000
Cdn. Coll. pf.	.02½s	30	62,333
Cdn. Fairbanks-M.	.50q	1	133,317
Cdn. Ing. Rand	.25	18	147,888
Cdn. Tire	.15q	1	15,890
Do pfd.	.50s	1	28,595
Cdn. Wallpaper A&B	1.25	14	161,557
Cdn. W. Nat. Gas 4% pf.	.20q	1	55,085
Do. 5½% pf.	.28¾q	1	56,000
Comb. Enterprises	.15q	1	90,000
Connors Bros. A	.02+a.03	1	28,500
Cons. Theatres A	.13q	1	10,386
Copp Clark Pub.	.10q	1	15,000
Crain, R. L.	.06¼q	30	25,995
Dalex Co. pf.	1.75q	30	6,123
Davies Irwin pf.	.15q	1	2,964
David & Frere A	.75q	30	15,474
Distillers Seag. c.	.30q	15	2,630,905
Dom. Stores	.31¼q	15	503,125
Dom. Struct. Steel	.50q	2	1,817
Donohue Bros.	.15q	1	90,000
Dover Ind	.10q	1	14,223
Easy Wash. M. 1st pf.	.25q	12	11,777
East Koot. Pwr. pf.	1.75q	15	17,500
Eddy Match	.37½q	30	112,857
Do. 6% pf.	1.50q	30	13,875
Eddy Pap.	.37½q	15	124,407
Do. A	.25q	15	17,062
Electrolux	1.30q	15	369,150
Famous Players	.37½q	11	851,402
Fanny Farmer	1.25q	30	84,575
Forano Ltd. 6% pf.	1.50q	1	1,081
Ford Motor A & B	1.25q	15	2,073,700
Goodyear Tire	1.00q	30	237,280
Gord. Mackay A	.12½q	15	25,200
Do. B	.12½q	15	25,200
Grafton A	.25q	15	9,030
Gt. Lakes Paper	.40q	30	480,000
Do. B	.30q	30	30,000
Gt. Lakes Pwr. 5% pf.	.31¼q	30	23,125
Gt. N. Gas Ut. $2.50 pf.	.62½q	1	9,300
Do. $2.80 pfd.	.70q	1	24,393
Gt. West Garm. 6% pf.	.15q	30	6,042
Greyhound Lines	.18¾q	30	168,750
Ham. Cotton	.22½q	1	18,000
Hi-Ho Curb Serv. pf.	.50s+a.10		1,665
Hinde & Dauch Pap.	.45q	25	162,000
Imp. Flo-glaze	.37½q	1	20,354
Imp. Tobacco	.13½q	30	1,208,816
Do. pf. 6%	3%s	30	240,900
Inter. Pap.	†.75q	14	9,743,089
Do. 4% pf.	†1.00q	14	226,400
Int. Util.	†.25q	1	611,828
Island Tel.	.30s	15	24,000
Do. 4½% pf.	.22½s	15	9,000
Do 4¾% pf.	.2375s	15	9,500
Island Tug 5% pf.	.25s	1	12,500
Johnston Term. 6% pf.	.15q	15	11,093
Do. 5% pf.	.12½q	15	463
Lake of W. Mill. pf.	1.75q	1	26,250
Alf. Lambert A	.17½	30	17,413
Do. B	.17½	30	7,663
Do. 5% pf.	.25q	30	6,250
Laura Secord	.25q	1	71,975
Loblaw Cos. A & B	.10q	1	225,476
Do. $2.40 pf.	.60q	1	262,406
Loblaw Groc. Inc.	†.50q	1	176,913
Loblaw Groc.	.54q	1	274,482
Do 1st pf.	.37½	1	249,375
Do. 2nd pf.	.54q	1	236,677
Lounsbury A	.12½q	1	13,311
Do. B	.12½q	1	4,814
Mackinnon Str. Stl. pf.	1.25s	15	2,140
MacLaren P. & P.	.50q	30	250,000
MacMill. & Bloedel A	.20q	30	4,974
Do. B	.35q	30	1,335,187
Maher Shoes	.50q	10	37,500
Mailman $1 prior.	.25q	30	15,896
Massey-Ferg.	.10q	15	1,807,176
Do 4½% pf.	1.12½q	1	11,511
Do. 5½% pf.	$2.06¼	15	265,625
Robt. Mitchell A	.25q	15	35,966
Molson's Brew. A	.22½q	25	441,277
Do B	.22½q	25	441,277
Do. 5½ pf.	.55q	30	125,051
Morgan, H.	.25q	1	107,036
Nat. Drug	.30q	1	59,439
Do. pfd.	.15q	1	29,706
Nfld. Lt. & Pwr.	.45q	1	79,323
Nor. Que. Pwr. 5½% pf.	.69q	15	32,766
Do. 3-6% 2nd pf.	1.50q	15	15,000
N. S. Lt. & Pwr. 4% pf.	1.00q	1	20,000
Do. 4½% pf.	1.12½q	1	87,289
Do. 5% pf.	.62½q	1	25,363
Ogilvie Flour pf.	1.75q	1	35,000
Okanagan Hel. 6% pf.	.15q	15	6,681
Do. com.	.05	15	20,517
Okanagan Tel.	.30s	1	75,600
Do. pfd.	.20s	1	10,000
Pac. West. Airlines 6% 1st pf.	.15q	1	15,000
Do. 6% 2nd pf.	.15q	1	2,384
Paton Mfg. pf.	.35q	15	6,940
Photo Engr.	.35	1	56,798
Powell River	.30q	15	1,200,000
Power Corp.	.30q	30	309,228
Premier Steel pf.	1.50q	1	3,250
Jas. Robertson	.25q	15	31,250
Robinson Little A	.25q	1	6,250
Do. com.	.20q	30	11,000
Rolland Paper A	.25q	1	30,000
Do. B	.15q	1	9,000
Do. $4.25 pf.	1.06¼q	15	18,063
Russell Ind.	.15q	30	114,738
S.K.D. Mfg. 6% pf.	.15q	1	4,481
Do. 6½% pf.	.31¼q	1	2,558
Salada-Shirriff-Hor.	.06	15	122,053
Scythes & Co.	.25q	1	12,500
Do. pf.	.31¼q	1	3,165
Sicks' Br. com. & v.t.	.20q	16	285,600
Silknit	.25q	15	17,500
Do. 5% pf.	.50q	15	4,226
H. Simon & Sons 5% p.	1.25q	..	4,541
Simpsons Ltd.	.15q	15	458,661
Southam Co.	.50q	28	450,000
Stand. Struct. Steel	.15	28	24,000
Steinberg's	.10q	4	150,000
Do. A	.10q	4	127,190
Sun Pub. A	.15q	15	†56,250
Do. B	.15q	15	56,250
Do. D	.02½+4stk. div.	15	9,375
Super Serv. Sta. pf.	.11¼q	15	5,625
Switson Ind.	.07q	30	42,000
Thompson Pap. Box	.02q	1	2,300
Do. 6% pf.	.75q	1	3,525
Thompson's Serv. St.	.02½	1	1,540
Toronto Elevators	$.10+a.10	1	150,885
Un. Towns Elec.	.30q	30	55,253
Viceroy Mfg. A	.12½q	15	31,111
Vir. Dare 5% pf.	.31¼q	1	5,000
Westeel	.30q	15	94,521
Western Can. Brew.	.30q	1	247,422
Geo. Weston 4½% pf.	1.12½q	1	129,954
Do. 6% pf.	1.50q	1	120,000
G. H. Wood pf.	1.37½q	1	4,485
Young & Gore pf.	.25s	1	6,550
Zenith Elec.	.04	30	36,284
Total			41,016,543

Mining Companies

Aunor	.04q	1	80,000
Giant Yell. G.	.10q	30	400,000
Gunnar M.	.7½s	17	2,609,869
Hallnor	.04	1	80,000
Hollinger Cons.	.05q+a.05	30	590,400
Hudson Bay M. & S.	.75q	14	2,068,480
Inter. Nickel c.	†.65q	21	9,481,414
Kerr-Addison	.30q	24	945,060
Leitch	.02s	15	87,375
Macassa M.	.03q	15	80,342
McIntyre Porc.	.50q	1	200,000
Noranda Mines	.50q	15	3,239,772
Normetal	.05	30	187,851
Quemont M.	.20	30	420,434
Waite Amulet	.20	10	660,000
Yellowknife	.02	15	96,281
Total			20,427,278

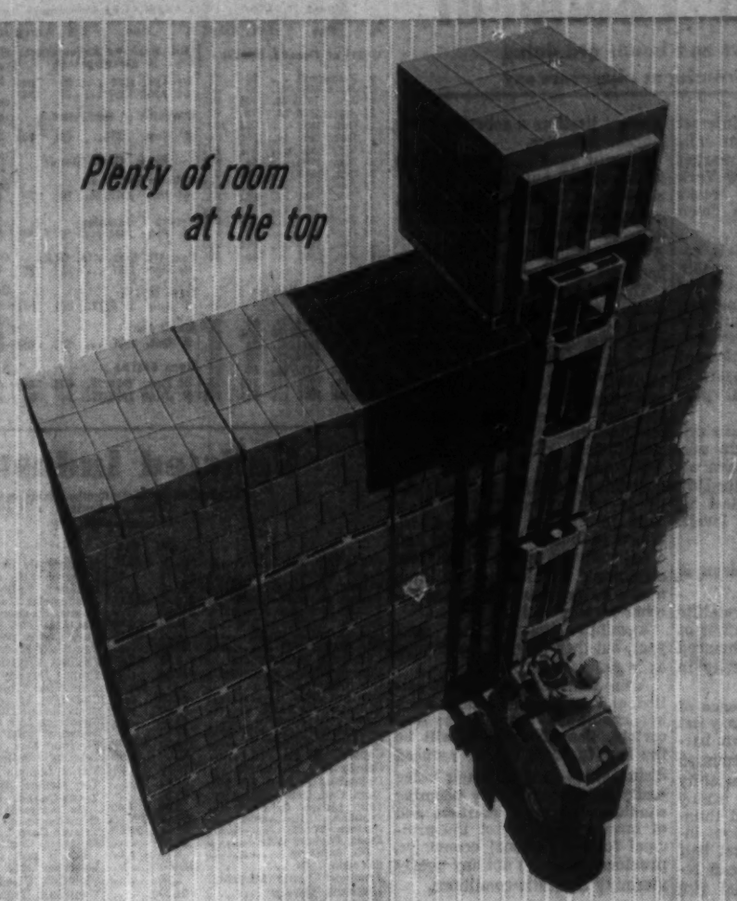
Oil Companies

Bailey-Selb. 5% pf.	31¼q	1	53,343
Do. 6½% pf.	.38q	1	144,000
Imperial	.30q	30	9,438,459
Int. Petroleum	†.30q	10	4,370,410
Interprov. Pipe Line	.50q	1	2,530,606
North Star A	.15q	15	57,907
Do. com.	.15	15	129,898
Pembina Pipe Line 5% 1st pf.	.62½q	1	25,000
D. A. Stuart	.25q+a.25	1	56,897
Superior Prop.	.10q+a.10	15	74,334
Total			16,880,656

Financial

Algonquin Bldg. Cr. pf.	.32½	15	3,250
Assoc. Inv. A	.08½	15	8,708
Atlant. Ac. 5% pfd.	.35s	14	8,250
Banque Can. Nat.	.40q	1	299,736
Banque D'Economie	.25q	1	25,000
Bank of Montreal	.40q	1	2,160,000
Beaubran Corp.	.60s	15	303,221
Cdn. Int. Inv. Tr.	.15	1	18,002
Do. pf.	1.25q	1	11,625
Cdn. Pwr. & Pa. Sec.	.30s	8	116,390
Central Trust	.68¾q	20	9,329
Com. Accept.	.04q	30	3,023
Do. 6½% pf.	.18¾q	1	163
Confederation Life	.50q	15	50,000
Dom. & Anglo Inv. Corp. pfd.	1.25q	1	13,500
Dom. Life Assce.	.45q	30	18,000
Economic Invest. Tr.	.30q	30	45,450
Imp. Invest. A & B	.11¼q	30	106,033
Do. $1.40 pf.	.35q	30	24,500
Indust. Accept.	.40q	30	1,899,435
Do 4½% pf. $100 par	1.12½q	30	100,791
Do 4½% $50 par	.56¼q	30	52,456
Do. 5½% pf.	.68¾q	30	63,530
Interprov. Bldg. Cred.	.17½q	15	53,843
Invest. Synd. Com. A	.35	30	942,196
Investors Gr. Fd. com. & spec.	.70†	9	62,895
Leverage Fund	.62q	15	7,108
London Life	.80q	30	80,000
Pac. Atl.-Cdn. Inv.	.05	1	10,500
Royal Bank	.80q	1	2,624,000
Victoria & Grey Tr.	.30	15	85,295
Total			8,450,332
Grand Total			86,774,809

†U. S. funds. xInitial. aExtra.
dOn arrears.
fFirst full. 3-for-1 stk. split.
sOne pf. sh. for ea. 10 cl. B shs. held.
a—Annual. s—Semiannual. q—Quarterly.



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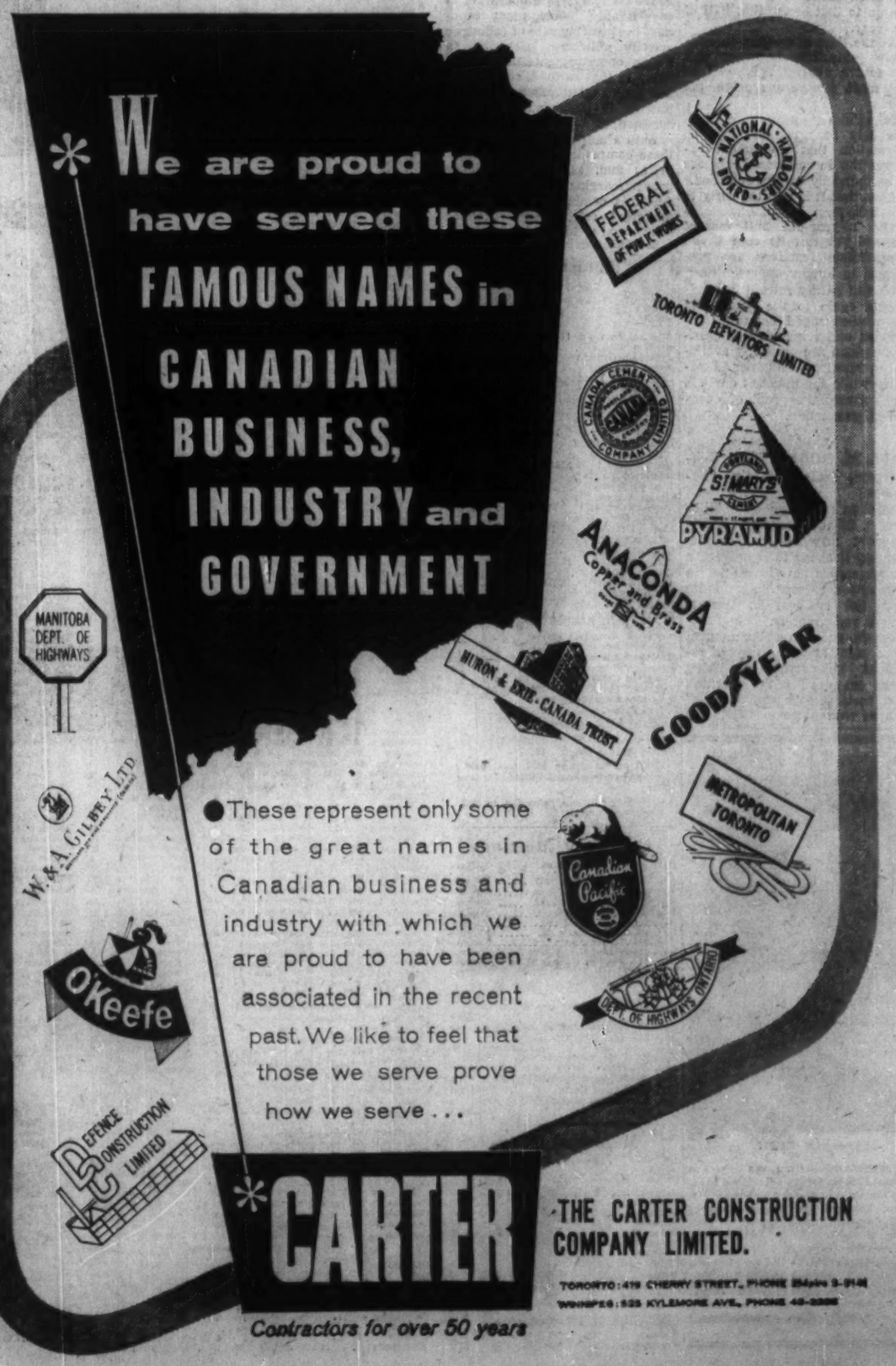
PAPERBOARD SALES: Toronto, Ont.
SALES AGENCIES: Fort William, Ont.; Halifax, N.S.; Moncton, N.B.; Quebec, Que.; St. John's, Nfld.; Vancouver, B.C.



THE CARTER CONSTRUCTION COMPANY LIMITED.
TORONTO: 419 CHERRY STREET, PHONE EMpire 3-9141
WINNIPEG: 525 KYLEMORE AVE., PHONE 48-2385

Market Comment

What stocks and bonds are doing and what prominent observers say

There appeared more interest in buying opportunities than selling plans in the Canadian market this week as the third New York market tumble in four weeks knocked all stock groups down to new low levels.

Investment house officials report growing interest in certain depressed stock groups in the market — western oils, pipelines, iron ore, pulp and paper. But they also see some reassuring development in U. S., such as settlement of the steel strike, as necessary to translate this into actual purchases.

The four major Canadian stock groups—industrials, western oils, base metals and golds—have all now surrendered their entire 1959 gains. Western oils — hardest hit —are at new four-year low levels.

* * *

DOUGLAS WATTS; Molson & Co. (Montreal)

Canadian industry, as a satellite of the great industrial markets of the U. S., is necessarily influenced by the measure of prosperity in that country.

It is true that the influence of the U. S. business climate may not immediately affect our own barometer, but it can be counted with some degree of certainty that the course of the sunny weather brings clouds and thunderstorms and the marvellous industrial climate of the first half of the current year has been reflected in the phenomenal rise of the Dow-Jones industrial average. Since the new high of 678 in July the decline has amounted to only a matter of 5% to date.

The effect of this has been to clear away some of the clouds, but until the thunderheads, represented by the steel strike and the cold war, are dissipated, we may expect to see a continuance of unsettled financial weather. This will in no way be improved by the pressure of tight money, although its effect may be only psychological.

London may well be acclimatized to comparatively high costs for borrowed money, and we in Canada are beginning to live with it, even if we don't like it.

In the U. S. the money market is not only more temperamental and vulnerable, because of its high percentage of low-term government debt, but also because of the greater intricacy of its banking system.

All of which may be translated into the certainty that business on both sides of the border during the third quarter will not measure up to that of the first half of the year.

At the time of writing there is every indication, however, that the fourth quarter may well be the most prosperous since the war.

In terms of security markets this may be translated into an affirmation that investment opportunities in common stocks are to be found by careful selection.

Also, that it is still too early to buy long-term bonds.

The 13-year-old bull market has not yet run its course and intermediate reactions are proverbial as buying opportunities.

We can hardly refrain from referring again to the banks and the well-managed consumer industries as having greater possibilities than are presently available in resource industries. Especially while the discount on U. S. funds shares the profit of every export transaction.

* * *

EARL M. ROBERTSON; Robertson, Malone & Co. (Toronto)

Inflation may now be a built-in part of the economy. Equity investors may be wise in discounting it ahead to some degree in preference to investing in fixed-income securities. Faith must not be lost in general growth and progress.

But the question of the moment is the point at which buyers' resistance to perpetually rising prices combined with mounting labor costs (the "profits squeeze" such as took place in 1956) will reassert itself as a sobering stock market influence.

Current conditions supply two guides to the outlook.

- **The first** is the prevailing high money rates, which in 1957 antidated the recent recession.
- **The second** is the nature of the post-war business cycles.

There have been three cycles since the war and they all have been 4-year cycles. The rebound from last year's recession has been a complete defeat of the calamity-criers who have been expecting depressed business. It also has enabled corporations to readjust themselves profitably to conditions.

The fact that the Toronto Industrials have only advanced two-thirds of the advance in New York in the last two years also attests to their being soundly and conservatively evaluated to meet conditions, should existing high money rates again implement another 4-yr. cycle in business.

Earnings may be good next year, but they may not be as good as is generally expected.

After the labor impasse is settled and as soon as money-market conditions become less uncertain, **Canadian stocks will be the first to profit by the reduced disturbances owing to their being easily influenced by any booming conditions of stock markets and of business** in most of the principal foreign national economies, provided there are not any overly alarming domestic conditions.

* * *

STANLEY D. HILL; Davidson & Co. (Toronto)

During the past month, stocks for the most part have declined in price. After the substantial advance of the previous six months, this correction can hardly be considered surprising.

As far as the economy is concerned, it is operating practically at capacity when consideration is given to available manpower resources. Indications also are that the present level of economic activity will continue for some considerable time.

Thus it would seem expedient for investors to take advantage of the current market correction to establish positions in industries that have a favorable outlook.

Issues that come immediately to mind are **Aluminium Ltd., St. Lawrence Corp., Great Lakes Paper, Dominion Bridge, Atlas Steels, Page-Hersey and Hollinger Consolidated and Labrador Mining.**

While, without exception, the above companies are operating at considerably below plant capacity, the growing rate of economic activity will soon necessitate a higher operating rate. Also to be noted is that in practically all of the above cited cases a general pick-up in business has already commenced.

With a more active demand for these companies' products, firmer prices and, as a result, higher profit margins should develop. And this, combined with a higher operating rate, should produce substantially higher earnings.

ANNOUNCEMENT

J. VAN HEMERT

The appointment of Mr. J. van Hemert as Director of Sales for Canadian Steel Foundries Limited is announced by Gordon McMillin, President and General Manager of the Company. Mr. van Hemert has been acting as Assistant to the President and was formerly connected with the Industrial Companies of A. V. Roe Canada. Prior to this, Mr. van Hemert has held technical and sales positions in an executive capacity with Canadian Car Company Limited and Canadian General Transit Company.

Government Bonds

Sept. 8, 1959 (Supplied by Investment Dealers' Assoc. of Canada)

%	Due	Bid	Asked
Govt. of Canada Bonds:			
3	Perpetual ...	89	71
2½	June 1961/67 ...	82	83½
3¼	Jan. 1975/78 ...	79½	81½
2½	Mar. 1996/98 ...	79½	82
3	Oct. 1959 ...	99½	100
3	Dec. 1960 ...	95½	96
3	May 1961 ...	94½	94½
3¼	May 1970 ...	84	85½
3¼	Oct. 1979 ...	75½	77
2½	Apr. 1960 ...	96½	96½
3	Dec. 1961 ...	93½	93½
2½	Sept. 1965 ...	87	88½
4½	Sept. 1972 ...	86½	87½
4½	Sept. 1963 ...	86	87½
3	Dec. 1959 ...	99¼	99½
4	Jan. 1963 ...	96	96½
Can. Nat. Railways:			
3	Jan. 1961/66 ...	84	86½
2½	Sept. 1964/69	80½	82
2½	Feb. 1961/63 ...	89	91
3¼	Jan. 1964/67 ...	83	84
3½	Feb. 1972/74 ...	80	82
4	Feb. 1981 ...	73½	80
5	May 1977 ...	91½	93½
Int. Bank of Reconstruct. & Development			
3½	Apr. 1963 ...	87	89
3½	June 1969 ...	86	88
C'wealth of Australia:			
4	Nov. 1970...	87½	89½
Prov. Govt. Bonds			
Alberta Tel. Gtd.:			
4½	July 1976/78.	83	85
British Columbia:			
2	June 1964 ...	88	90
Pac. Gt. East. Rly. Gtd.:			
4½	Dec. 1987 ...	83	86
Man. Hydro:			
5	July 1975/77.	90½	92½
Manitoba:			
3	Oct. 1965 ...	84½	86½
Nova Scotia:			
4½	Dec. 1975/77.	87½	89½
5	June 1975/77.	91	93
New Brunswick:			
4½	Oct. 1968/71.	87	89
5	Oct. 1974/77.	91	93
Ontario:			
4½	Dec. 1962/63.	93	95
4	Jan. 1964/68.	87	89
2	Nov. 1963/68.	84	86
5	Jan. 1977/79.	91½	93½
5½	Aug. 1977/79.	95½	97½
Ont. Hydro:			
4½	Nov. 1964/67.	89	91
5	Apr. 1974/77.	91	93
4	Jan. 1974/78.	83½	85½
5½	July 1979 ...	99½	100½
Quebec:			
4½	Jan. 1974/77.	91	93
Quebec Hydro Commission:			
5	Nov. 1980/82.	90	92
Saskatchewan:			
4½	Nov. 1974/76.	84	86½
3½	Oct. 1962/85.	88	90

Unlisted Industrials

(Compiled by McDonnell, Adams & Co. Ltd., Toronto)

September 4th, 1959

	Bid	Ask
Anglo Can. Tel. "A"	32.00	34.00
Arcan Corp.	.75	.85
Brinton Pete Carpet	38.50	....
British America Assce. ...	108.00	113.00
British Mortgage & Trust .	245.00	....
British Newfoundland ...	4.00	4.25
Cdn. Admiral Corp.	....	15.50
Cdn. Canners B	11.00	....
Cdn. Corp. Management ...	6.75	7.50
Cdn. & Foreign Securities .	10.00	....
Cdn. Gen. Insurance	....	625.00
Cawthra Apts.	53.00	....
Cent. Canada Inv'a.	14.00	....
Commercial Finance	54.50	....
Commercial Life 20% paid	350.00	....
Concourse Bldg. V.T.	140.00	200.00
Copp Clark 6% Pfd.	88.00	92.00
Crown Life Insurance	170.00	174.00
Debenture & Secs. 5% pfd.	81.00	....
Dom. Can. Gen. Insurance .	71.00	....
Dom. Linseed Oil units	3.00	4.00
Dominion Life Assce.	170.00	200.00
Eastern Trust	26.50	28.50
Essex Packers pfd.	31.00	....
Do. common	2.15	....
Excelsior Life	165.00	....
Fruehauf Trailer warrants	2.25	....
Goderich Elevator	24.50	....
Granite Club	14.00	14.75
Gt. Brit. & Can. Inv. pfd.	93.00	....
Do. common	23.00	....
Great West Life	348.00	353.00
Guar. N. Amer. fully pd. ..	330.00	360.00
Do. 30% pd	93.00	....
Halton & Peel Trust	13.00	....
Hart Battery (1957) units .	4.00	4.00
Hees George $6 pfd.	40.00	43.00
Industrial Life	80.00	....
Industrial Mte & Trust ..	112.00	....
Ingersoll Machine 4% pfd.	82.00	....
Ingersoll Machine & Tool B	4.75	5.25
Jenkins Bros.	65.00	70.00
Lambton Loan	150.00	....
London Can. Inv. $3 Pfd. .	60.00	....
Do. A	48.00	....
London Life Insce.	197.00	202.00
Lord Simcoe Hotel "A" ...	1.10	1.40
McCarthy Milling A	3.00	....
*Manufacturers Life (P) .	252.00	....
‡Do (UP)	242.00	....
Maritime Life	120.00	....
Meadowvale Development .	3.85	4.10
Monarch Life	68.00	72.00
Morrison Brass	1.20	1.30
Mindustrial Corpn.	1.25	1.45
Mutual Finance Corp. pfd. .	.75	....
Nat. Life 100% pd.	525.00	550.00
Park Lawn Cemetery	2.00	2.50
Pembroke Electric Light ..	80.00	....
Phillips Electrical	7.25	8.00
Prairie Royalty Trusts	1.75	....
Prudential Trust	21.00	....
SKD Mfg. 6% pfd.	9.00	....
Scott Misener Steamships ..	15.50	16.25
Sovereign Life 25% pd.	217.00	....
Standard Fuel Pfd.	33.00	....
Steelman Gas	4.00	4.50
Teleflex Limited	26.50	27.50
Tor. & London Invests.	2.50	2.80
Tor. Medical Arts Bldg. ...	71.00	74.00
Trans-Canada Freezers	5.00	5.75
Do warrants	70	....
Transportation Bldg. Mont.	9.00	....
Triarch Corp.	112.00	115.00
Universal Cooler 6% pfd. .	56.00	....
Do. B pfd.	2.25	....
Waterloo Mfg.	8.75	....
Waterloo Trust	47.00	....
Westcoast Transmission ..	16.00	16.50
Western Assce.	83.00	87.00
Western Life 25% paid	98.00	108.00

*Pledged for sale to company.
†Unpledged free shares.

By Kippen & Co. Inc., Montreal

Consolidated Theatres .. .	6.50	....
Do. B	4.00	....
Cuban Cdn. Sugar	2.00	....
Dupuis Freres pfd.	17.00	20.00
Guarantee Co. of N.A. ..	320.00	350.00
Gt. Britain & Canada	23.00	25.00
Hart Battery units	2.00	4.00
Hudson's Bay Co. (new) .	28.25	29.50
London Cdn. A	40.00	....
Maritime Tel. & Tel.	13.00	16.00
Mtl. City & Dist. Svgs. Bk.	51.00	53.00
New Brunswick Tel.	11.75	12.50
Ont. & Que. R. 5% c. stk.	104.00	....
Prudential Trust Co.	18.00	....
Westcoast Transmission ..	16.00	16.50

Unlisted Mines and Oils

QUOTATIONS Over-the-Counter Mining Stocks As of August 31, 1959 (Subject to change and confirmation)

	Bid	Ask
Aberdoon	1	3
Abeta	4	6
Abex	4	6
Abbican	15	17
Abino	47	50
Aconic vt	25	60
Do com	35	45
Adm Yk	¼	2
Adnaron	¼	2
Adv RL	5	6
Aiken RL	3	6
Alicop	5	10
Alexander	5	6
Amalg K	2½	3¼
Amercdn	31	35
Anabar	1	3
Annamaque	1	3
Anuwon Ur	2	4
Arcan	95	1.05
Arctic Y	1½	2½
Argosy	2	..
Arken	¼	..
Arncour	1	..
Arno	7	8
Arnora	1	3
Atlas Ch	2	¾
Atlas Sul	7	9
Augustus	38	40
Ava Gold	10	15
Bachelor	2	..
Baldwin	1	2
Bancroft	5	..
Band-Ore	6	8
Banner	6	8
Barbi	4	6
Barima	12	14
Barinouri	30	36
Barnet	94.00	..
Barvin	¼	5
Barvallee	4	8
Batch Riv	1½	..
Bateman	40	41
Beacon	5	7
Beatrice	4	6
Beaulieu	2	..
Beauverny	¼	..
Belfast	5	7
Belle Chib	6	8
Bengal M	34	36
Big Jackpot	2	4
Big Nell	5	15
Bilmac	¼	1½
Birch Bay	2	3
Biroco	1	3
Blue Gr	2	3
Bornite	7	11
Boulder	1	4
Bourl'que	1½	3
Bracemac	7	10
Brady	1	3
Braminco	10	13
Bright RL	1½	2½
Brilund	2	4
Britt Mal	1½	3
Brown McD	8	10
Bruce Pr	8	10
Brunette P	3½	5
Buf Cdn	¼	½
Buffonta	10	15
Burchell	1	2
Calmor	28	30
Calumet	4	6
Camberton	22	25
Camdeck	2	4
Camflo	8	12
Camlaren	4	5
Camray	¼	1½
Cdn All M	2	4
Cdn Jav	12½	12¾
Canagau	2	5
Canalask	6	7
Canasm	15	16
Canorama	47	49
Canconti	3	5
Can-Fer	1.06	1.70
Canuba	5	6
Cap Lith	8	10
Caral	8	12
Carnegie n	8	12
Do old	2	..
Castlebar	28	30
Cartier	28	32
Cent Man	5	6
Centre H	5	7
Centurior	14	..
Charles LL	1	3
Chellew	5½	7
Chesbar	78	83
Chib Cop	15	16
Chipman L	7	10
Chukni RL	1¼	5
Cinc'ti P	4	6
Circle Yk	1	3
Clavos P	2	3
Clicker	2	4
Clinger	4	5
Clix Ath	3	4
Cobalt P	20	..
Cockeran	1	2
Columbiere	1½	3
Columinda	¼	1½
Colville	..	2.30
Combined L	¼	1
Comstock K	4	6
Conro	2	4
Con Biore	12	15
Con Fred	15	25
Con. Harp	6½	8½
C Vauze D	86	90
Cont Cop	12½	14
Cont Kiri	¼	2
Cordell	3	6
Courag'a	2	4
Cracking	4	6
Crailbe Fl	37	40
Crossfault	¼	3
Crowshope	2	..
Croydon	2	4
Dablon	2	4
Daniel	17	22
Delmico	10	13
Delta	90	1.05
Delsohn	9	10
Derlack	5	6
De Santis	1¼	4
Desjardins	40	60
Desmont	¼	3
Despina	1½	3
Destorada	1	1½
Marg RL	40	4 ..
Maree	1½	2½
Marpic	5	10
Martin Bird	5	6
Do un	2.00	..
Mary Ann	1	2
Masaberyl	3	6
Mate Yk	4½	5½
Match Cdn	8	10
Mattagami	4½	4¾
McCuag RL	3	4
McFley RL	5	6
McMan RL	1	3
McVit G	30	50
Memsag	38	42
Mensilveo	1	3
Mica Co	18	22
Mid Camp	8	..
Mid Chib	41	43
Miles RL	3	3½
Miller Cop	8	10
Millkirk	3	8
Mills RL	1	3
Mindust'l	1.30	1.40
Minedel	1	..
Mineral E	80	1.00
Do wts	35	45
Mirado	8	10
Mod Met	24	27
Mogador	11	14
Mohawk	1	3
Monpre	16	25
Montclerg	3	5
Montgary	53	56
Montco	1	3
Mt Keno	1½	2½
Murmac	2	3
Murky F	55	60
Murphy	3	..
Murray	39	41
My-Ritt	1	..
Nasco	2	4
Nat Mal n	12	14
N Augar	5	6½
N Bruns	10	15
N D. Nick	3	6
N Font	4	5
N For'que	14	16
N Insco	4½	5½
N Lorie	3	6
N Malartic	3	5
N Metalore	5	6
N Minda'tia	8	10
N Redwood	3½	4½
N Surpas	1.30	1.50
N Walcora	4	5
Nickel L	1½	3
Nick Off	10	12
Nicoba	3½	4½
Nipiron	12	14
Nocana	10	12
Norbeau	60	65
Norford	1	3
Normar	1½	3
N A. RM	1.75	1.80
North L	28	30
Nth Sull	10	20
Nth Teck	40	43
Numalake	5	..
Numaque	2	..
Nyco	1	3
Obalski	2	4
Do 1945	11	12
Oceanic	70	75
Oklend	4½	5
Olivet	¼	1½
Ont N o	1½	..
Do No	7	..
Ont R M	8	..
Ordala	¼	2
Orofino	11	13
Ortona	1	2
Orvalley	1	4
Pacemaker	4	6
Pac Nick	69	72
Packard P	4	..
Panther	70	80
Parent RL	1	3
Parmlee	20	23
Patridge	10	20
Pascalis	15	18
Patrice D	¾	5
Paudash	51	54
Pax Ath	10	20
Pelangio	3	4
Pelletier	11	15
Penelope	1.15	1.25
Penfield	10	15
Pensive Y	1	3
Pershon	¼	2
Petitclere	¼	1½
Pickering	5½	7
Picton	4	5
Pinept	8.25	9.00
Pitchvein	10	12
Pitt Gold	4	5
Polaris	¼	2
Polpond	20	23
Portage Is	72	78
Pt Ar Ir O	20	30
Portland	10	13
Prop Hold	63	70
Prov Ash	1	3
Prudential	9	13
Pue Cob	1.40	1.50
Que G B	8	20
Que Smelt	22	23
Que Tant	20	..
Queenald	40	43
Quej	4	6
Quest	1	2
Raglan	14	15
Rahil M	10	12
Rand M	5	7
Red Brk	2	3
Redcon	15	17
Redruth	2½	4
Rhyolit	¼	1½
Richcrp	4½	5½
Rio Tn	120	130
Rob RL	17	20
Romar	2½	3
Rugged	2	3
Russet	4	5
Salmita	5	7
Sheldon	10	12
Shield	38	45
Sladen Q	68	75
Slate By	2	3
Snowfl	52	60
Snow	3½	4½
S My ex	15	18
Starlight	2	3
Sun Bear	1½	2½
Thorner	3½	4½
Tower	2	5
Trendor	11	13
U Ridge	7	9
Un Pr	*270	275
Ungava	3	4
Viking	15	18
Wadge	*16	20
Watson	14	17
Wesley	*10	11
West RL	5	6
Westf'd	26	30
W Wasa	3	5
Y Davd	14½	16
Oils		
BC O	*1375	1500
do vt	750	1000
C Dell	$6¼	6¾
C Sp	1525	1600
GS Grs	24	27
Harvest	*62	64
N Srp	†120	140
O Smoky	1¾	2¼
Paige P	10	12
P Dover	24	27

Unlisted Mines and Oils

(By Brokers Dealers' Assoc. of Ont.)

Approximate quotations, 3:30 p.m., Sept. 4, subject to confirmation and change. An asterisk (*) indicates an increase in price; a dagger (†) a decrease in price.

	Bid	Ask
Abbican	14	16
Abeta	4	6
Abino	†46	49
Aconic	35	45
do vt	23	28
Advance	5	6
Alexand	*6	7
Anse Kr	2¼	3¼
Anabar	1	3
Anuwon	2	4
Arctic	1¼	3
Barima	12	13
Beacon	5	7
Belfast	4	6
B Jck Pt	2	4
B Grass	3	5
B McDd	7	9
Bour C	1¼	2¼
Brace	6	7
Bramin	10	13
Bright	1¼	2¼
Brilund	2¼	4
Bruce, P	8	12
Brunette	†3¼	4
Buchell	1	3
Camdeck	4	5
Cam'ren	4	5
Camray	4	1¼
C Rd C	—	13
Cn Fer	*180	170
C All M	2	4
Caral	8	12
Castlbr	*38	30
Cn Man	5	6
Cnt Hill	5	7
Chellew	6	8
Clinger	4	5
Clix	3	4
Columbr	1½	2½
Columbn	¼	1½
Comstock	4	6
Con Cp	12½	14
Con Hrp	6¼	8½
Cn Fred	30	25
Crack S	4	6
Crodell	3	4
C Vaux	86	90
Craibee	*47	49
Croydon	2	4
Derlac	5	6
Despina	1½	2½
Destrad	1	1½
Dom E	28	30
Dumont	72	76
D'Vga	4	5
Durham	3½	4½
East Lun	1½	2½
Echo Ind	1½	2½
E Bon	2	4
Ego	†12	14
Farcroft	1	2½
Flicka	1	2
Forty F	40	45
Gateway	4	6
Gan Cop	3½	4½
Glenbrk	7	9
Glencona	2	1½
Glen Ec	5	7
G Hark	9	11
Gord Lb	1½	2½
Goldmq	9	10
Goldyke	1½	3
Gov Gold	3	4
Halmon	13	15
Hornfit	7	8
Hot Min	3	4
Hubert	10	12
Hud Un	5	10
Hucamp	12	15
Indepen	10	12
Ind Mt	20	25
Jamaica	11	15
Jean L	8	10
Jerome	3½	5
Kamlac	6	8
Kelley Dev	25	35
Kenda P	1½	2
Kenmac	1	3
Kenogs	6	8
Kenwest	9	..
Kerromac	1	2
Kewagama	2	4
Kiena	2	..
Kinasco	3	5
Kirk Hunt	¼	2
Kontiki	6	8
Laddie	3	5
Lake Exp	11	13
Lk Renzy	5	10
Langis	69	75
Lar Add	1	3
Larandona	2	4
Lardego	¼	1
Lareva	¼	3
Laroma	3	5
Laronge	2	3
Larum	7	9
Lassie R	10	12
Latomic	¼	1½
Lavant	59	61
Lennie RL	4	6
Lepine	1	3
Levack N	10	20
Lingside	4	5
Loisan	1	3
Lum Echo	52	55
Lynwatin	5	10
MacAndrew	1	3
Magnet L	2	..
Magoma	2	3½
Main Oka	60	63
Malbar	1	3
Mallen RL	6½	8
Mallich	¼	1½
Man-Echo	5	7
Mhattan	¼	..
Manterre	1	4
Marchant	15	20
Main O	†53	75
Mallen	*8	9
Manecho	5	7
Mar Bd	5	6
Maree	1	2
Mat Can	*8	9
Mate Yel	4½	5½
Matt L	4½	4½
McCuaig	3½	4½
McFinly	4½	5
Miles RL	2½	3½
Mill kirk	3	8
Mind	130	140
Mirado	9	10
Mt Keno	1½	2½
Murmac	2	3
Murray	*35	37
Nasco	3	4
Nat Nw	11	13
Nw Aug	4½	5½
Nw Met	6	8
N Isco	3½	5
N Retlwd	3½	4½
N Wal	12	3
Nickel L	1½	3
Nicki O	10	12
Nipir	12	14
Norbeau	60	65
Normar	1½	3
Ocean	70	75
Oklend	4½	5
Orofino	11	13
Ortona	1	2
Pacemk	4	6
Panth	†65	74
Parmlee	20	23
Pascalis	15	18
Pas nw	10	30
Pelangio	2	4
Pickering	5½	7
Picton	3	5
Pin P	$50	900
Pitchvn	10	12
Prudent	*12	14
Quej	4	6
Quest	1	2
Raglan	14	15
Rahil M	10	12
Rand M	5	7
Red Brk	2	3
Redcon	15	17
Redruth	2¼	4
Rhyolit	1	2
Ribago R	1	..
Rico C	1	2
Rich Grp	4½	5½
Rice Lk	2	3
Ridgefld	8	..
Rio Tinto	1.20	1.30
Roaring R	27	30
Robb Mont	¼	1½
Robin	17	20
Romar	2½	3
Ronal	1	15
Ronnoco	1	4
Rose Gold	5	10
Roy GS u	2.00	..
Rugged RL	2	3
Russet RL	4	5
Do u	2.00	..
Salmita	7	9
Santiago	5	6
Scott Ch	2	5
Senore	¼	1½
Sentinel	4	..
Seventh M	2	..
Sheldon	10	12
Shield	38	45
Shunsby	2	4
Silver R	4	6
Sladen Q	68	75
Slate Bay	2	3
Snowdrift	55	60
Snow Lk	3½	4½
Sth Duf	13	14
Sth Keora	¼	3
Sth St Ur	26	30
Sovereign	¼	2
Spinet	4	..
Standard	10	15
St Marys	15	18
Starlight	2	3
Stewart	72	80
Stratmt	14.75	15.25
Sun Bear	2	3½
Sunset Y	2	4
Tache	13	14
Talisman	24	27
Tarbutt	5	10
Taxin	16	18
Teal	43	45
Thorncrest	3½	4½
Tib Exp	14	15
Timal	18	21
Tower	2	5
Trebor	4	5
Tresdor	11	13
Trojan C	12	14
Trojan Gd	3	4
Ungava Co	3½	4½
Un Estella	1½	2½
Un PP	2.70	2.80
Ur King	5	..
Ur Ridge	7	9
Val Dor M		
Hold	50	70
Valor	4	5
Valrex	¼	2
Vanguard	24	27
Vermont	10	..
Viking	17	20
Wadge	15	17
Wadasa	¼	3
Wakeko	¼	3
Watson L	15	18
Wedding R	¼	3
Wells LL	10	..
Wembley	¼	1
Wesley	10	11
W Am n	90	93
Westfield	28	32
West R L	4½	5½
Westville	7	8
West Wasa	4½	5½
Wildor	¼	2
Wilson RL	3	6
Wood Br		
Tr	3.00	..
Wood Cro's	1½	2
Yng Dav	14	16
Ygn Sh	¼	3

OILS

	Bid	Ask
Assoc Dev	8	10
Baid Mta	8	10
Barons	3½	4
B C Oil		
L	14.00	15.00

DIVIDEND NOTICES

THE CANADIAN BANK OF COMMERCE

Dividend No. 291

NOTICE is hereby given that a dividend at the rate of forty cents per fully-paid share on the outstanding Capital Stock of this Bank has been declared for the quarter ending October 31, 1959, payable at the Bank and its branches on November 2, 1959, to shareholders of record at the close of business on September 30, 1959.

Subscribers to new shares are reminded that they will rank for this dividend only in the proportion that the amount paid upon such new shares at the record date of September 30, 1959, bears to the subscription price of $32.

By Order of the Board
J. P. R. Wadsworth,
General Manager

Toronto, August 27, 1959

Blue Ribbon

CORPORATION LIMITED

Notice is hereby given that the quarterly dividend (26 cents per share) on the 4.16% Cumulative Redeemable Sinking Fund Preferred Shares (par value $25.00 per share) of the Company has been declared payable October 15, 1959, to shareholders of record at the close of business September 15, 1959.

By Order of the Board,
J. B. BRYDON, C.A.
Secretary-Treasurer.

Montreal, P.Q.,
1st September 1959

CHARTERED TRUST

COMPANY
Dividend No. 163

A quarterly dividend of 40c per share has been declared payable on October 1st, 1959, to shareholders of record at the close of business, on September 15th, 1959.

Toronto
June 23, 1959
H. G. Soward
F.C.I.S.
Secretary

BRITISH COLUMBIA POWER CORPORATION, LIMITED

DIVIDEND No. 24

NOTICE IS HEREBY GIVEN that a dividend of thirty-five cents (35¢) per share on the outstanding Common Shares of the Company has been declared payable 15 October, 1959 to shareholders of record as at the close of business on 21 September, 1959.

The transfer books of the Company will not be closed.

BY ORDER OF THE BOARD.
G. G. WOODWARD,
Secretary.

Vancouver, B.C.
27 August, 1959.

MAILMAN CORPORATION LIMITED

DIVIDEND NOTICE

NOTICE IS HEREBY GIVEN that the following Dividends have been declared on the outstanding shares of the Corporation:

CUMULATIVE CONVERTIBLE PRIORITY:—

Twenty-Five Cents (25c) per share on Priority Stock, payable September 30th, 1959, record date September 16th, 1959, for the quarter ended July 31st, 1959.

PREFERRED:—

One-Dollar and Twenty-Five Cents ($1.25) per share on the Preferred Stock, payable October 31st, 1959, record date October 15th, 1959, for the quarter ending October 31st, 1959.

By Order of the Board,
W. S. MONTGOMERY,
Secretary.

MONTREAL, August 26th, 1959.

ANGLO-CANADIAN PULP AND PAPER MILLS, LIMITED

DIVIDEND NOTICE

Notice is hereby given that the following dividends have been declared:—

PREFERRED SHARES

A quarterly dividend of seventy cents (70 cents) per share on the $2.80 cumulative redeemable sinking fund preferred shares of the par value of $50.00 each of the capital stock of this company payable out of earned surplus on the 20th day of October, 1959, to shareholders of record at the close of business on the 30th day of September, 1959.

COMMON SHARES

A dividend of fifty cents (50 cents) per share on the outstanding shares without nominal or par value of the capital stock of this company, payable out of earned surplus on the 7th day of October, 1959, to shareholders of record at the close of business on the 15th day of September, 1959.

By Order of the Board,
H. D. RUTHMAN,
Secretary.

Quebec, P.Q.,
2nd September, 1959.

DIVIDEND NOTICES

GIANT YELLOWKNIFE GOLD MINES LIMITED

DIVIDEND NO. 13

NOTICE IS HEREBY GIVEN that a quarterly dividend of Ten Cents (10c) per share has been declared by the Directors of Giant Yellowknife Gold Mines Limited, payable in Canadian Funds on September 30, 1959, to shareholders of record at the close of business on September 10, 1959.

By Order of the Board.
A. C. CALLOW,
Secretary.

Toronto, Canada,
September 3, 1959.

SUPERTEST PETROLEUM CORPORATION, LIMITED

NOTICE OF DIVIDEND

NOTICE is hereby given that a quarterly dividend of $1.25 per share upon the outstanding 5% cumulative redeemable sinking fund preference shares of the par value of $100 each in the capital stock of the Company has been declared payable on October 15th, 1959, to shareholders of record at the close of business September 15th, 1959, such dividend being at the rate of 5% per annum for the period from July 15th, 1959, to October 15th, 1959.

By Order of the Board.
R. W. MITCHELL,
Secretary.

London, Ontario.
September 1st, 1959.

SOUTHERN CANADA POWER COMPANY, LIMITED

The Board of Directors has declared the following dividends:

6% Cumulative Participating
Preferred Stock

No. 159, Quarterly, $1.50 per share; plus additional $1.00 per share participating rights for current fiscal year; payable October 15th, 1959 to holders of record at the close of business on September 18th, 1959.

No par value Common Stock

No. 136, Quarterly, 62½¢ per share, payable November 16th, 1959 to holders of record at the close of business on October 20th, 1959.

V. J. NIXON,
Secretary.

Montreal, August 28th, 1959.

LOWER ST. LAWRENCE POWER COMPANY

Head Office, Rimouski, P.Q., Canada

DIVIDEND NOTICE

The Board of Directors has declared the following dividends:

COMMON STOCK

A dividend of 50 cents per share, payable October 1, 1959, to shareholders of record at the close of business, on September 15, 1959.

4½% PREFERRED STOCK

A regular quarterly dividend of 22½ cents per share, payable November 1, 1959, to shareholders of record at the close of business, on October 15, 1959.

By Order of the Board.
P. E. GAGNON,
Secretary.

Rimouski, P.Q.,
September 2, 1959.

QUÉBEC TÉLÉPHONE

DIVIDEND NOTICE

The following dividends have been declared, payable October 1, 1959, to shareholders of record at the close of business, on September 14, 1959.

5% Preferred Stock

A regular quarterly dividend of 25 cents per share.

5½% Preferred Stock

A regular quarterly dividend of 27½ cents per share.

Class "A" Stock

A semi-annual dividend of 37 cents per share.

Common Stock

A dividend of 45 cents per share.

By Order of the Board.
P. E. GAGNON,
Secretary.

Rimouski, P.Q.
September 2, 1959.

ATLANTIC WHOLESALERS LIMITED

DIVIDEND NOTICE

Notice is hereby given that the half yearly dividend of 2¾% equal to 55c per share has been declared on the Preferred Shares of the Company payable December 1, 1959 to Shareholders of record, November 16, 1959.

By order of the Board.
R. G. SHARPE,
Secretary.

ATLANTIC WHOLESALERS LIMITED

DIVIDEND NOTICE

Notice is hereby given that a dividend of 25c per share has been declared on the Class "A" and Class "B" Shares of the Company payable October 1, 1959 to Shareholders of record September 15, 1959.

By order of the Board.
R. G. SHARPE,
Secretary.

SUN LIFE ASSURANCE COMPANY OF CANADA

HEAD OFFICE: MONTREAL

DIVIDEND NOTICE

Notice is hereby given that a dividend of One Dollar and twenty-five cents ($1.25) per share on the Capital stock of the Company has been declared for the quarter ending December 31st, 1959, and will be paid on January 1st, 1960, to shareholders of record at the close of business December 16th, 1959.

The Stock Transfer Books of the Company will be closed from December 17th to December 31st, both dates inclusive, for the preparation of the above dividend.

By Order of the Board,
F. J. CUNNINGHAM,
Secretary.

Montreal,
September 2nd, 1959.

Market Bid and Ask Quotations

Montreal & Toronto Sept. 8, 1959

	Bid	Ask		Bid	Ask
xAbacus	22	25	BC P A	15	16½
Abitibi	36¼	36½	Do B	16	16½
Do A	23½	24	BC Pow	36½	36¾
Ac.-Atl	9½	10	BC Phone	40½	40¾
Do A	19	20¼	Brooke p	18½	19½
Do p	83½	90	xBr Reef	51	55
xAc Ur	11	12	Brown	12½	12¾
xAcme	16	17½	Bruck A	10	12
Admi	18	18½	Do B	395	450
xAdvoc	280	300	xBrnhrst	3	3½
Ag-S	17	17½	xBrnsmn	21	2
xAgnico	38	60	xBrnsk	255	265
xAjax	60	66	xBufad	15½	16
xAkaitc	41	43	xBuf A	135	143
xAlba	8	8½	xBuf RL	7½	8
xAlta D	295	300	Bld Prd	35	36
Do vt	235	240	Bull A	6¼	7
Do w	120	125	Do B	5½	6¼
Alt Gas	24½	25	xBunk H	7½	9
xAP Con	45	52	Burlton	18	19
Alg	13½	13¾	Burns	12¾	13
Do C	19	19½	Burr A	6¼	7½
Do p	64½	66	xCable	13	15
Do C w	775	800	xCdmet	16	18
Algma	36¼	36¾	xCalalt	57	59
Algn	8½	9	Cald 1 p	22	..
Do p	19	20	Cal Ed	20¾	21½
xAll R	22	29	Cal Pow	90½	91
xAlmin	280	290	Do 5 p	100	102
Alumi	30½	31	xCalv C	350	370
Do 1 p	20½	20¾	xCalvert	55	59
Do 2 p	42½	43	xC Chib	700	720
xA-Lar	32	35	C Red L	101	10½
xA Rare	..	9	**Canada**		
xAm L	12	12	xC Bd	410	450
xA Nep	66	68	Do B	56	..
xAnac	62	68	C Cem	29½	30
Analog	6½	7	Do p	27	27½
Do w	310	450	CCC St	141	154
xAnch	13	16	C Foil	22	23½
Agi-C Tel	40	42	Do A	22½	23
A Pip p	51½	52	C Fnd A	25½	27
Ang Hu	11	11½	Cl Fnd	..	30
xAng R	21	24	Do 4½	91½	92
xAnsi	16½	17	C Life	200	..
Anthes	40½	41	C Mach	10	16
Do B p	..	98	C Malt	62½	64
xArcad	15	16	Do p	24½	25½
Do w	2	4	xCO Lds	115	148
Argus	80	82½	Do W	40	50
Do 240p	76½	78	C P A	50½	52
Do 250p	47	47½	C D B	49½	50
xArjon	9½	11	C Perm	59½	62½
xAsama	95	100	C Saf 4p	..	90½
Ash	10	12½	xCSO w	65	70
Do B	14½	14¾	xCS Pet	335	350
xAsh. T	6½	7	CSL	43	43½
Do A	92	92	Do p	12½	12½
Do B	8½	9	C Wre A	116	..
Atl A	7½	7½	Do B	11	12½
Do p	16½	17½	**Canadian**		
Atl C	240	250	xC Ast	7	9
Atlas	25	25½	C Baks	6	7
xAt Yk	8	9	C Bnk C	57½	58½
xAt-Ruf	11½	12	C Br	36½	37
xAubel	3	3½	Do p	36½	39½
xAumac	13	14	CB Al	14½	14½
xAumaq	6	6½	Do Aw	640	695
xAunor	250	..	Do Bw	650	700
Aut El	27	27½	C Can A	14	14½
Aut F A	8½	9½	C Cel	19½	20½
Do B	400	425	C Chem	31½	32
xAvilla	2½	3	Do $175	301	304
xBy SA	710	725	xC Chief	122	124
Do p	20½	21	C Coll	6½	6¾
Do 5½	21	21½	Do p	79	81
xBanff	116	132	C. Cyrus	400	500
xBnkno	21½	23	Do B	450	..
xBnkfld	8½	9	xC Curt	280	285
By Mti	55½	56	xC Dev	385	400
Bk NS	76½	77	C Dm S	12½	13½
Banq C.	53	59	Do p	10½	11
Barb-E	53½	..	C Drdg	18½	19½
xBrclna	350	..	xC Dyno	30	35
xBarnat	133	135	xC E Gas	220	225
xBary E	57	60	C Fbks	30½	31½
xBasco	81	83	Do p	105	108
xBase M	15	17	xCF Pr	375	380
xBaska	44	14½	Do A	8½	10
xBata	6	7½	Do p	52	52
Ba In	5	8	CGE	821	1180
Bath A	..	46	CG S A	16½	17
Do B	22	30	C Dra	1	1½
xB-Duq	18	20	xC High	25	28
Beatty	8½	8¾	xC Home	83	87
xBeav L	17½	20	C Hsky	990	10
B Lum	25	25½	Do w	550	580
Do A	17½	..	C Hyd C	101	108
Do pr	..	27½	C I Ma	11½	11½
xBelch	85	86	CIL	161	161
Bell	41½	41¾	Do p	75½	78
xBellet	162	175	C. Int. Pwr	15½	17
xBthlm	106	110	Do p	45½	46½
xBevcn	15	16½	C Loco	8	8
xBibis	13	14	xC Mal	35	36
xBierft	62	65	xC N In	16	19
xBidcop	16	18	xC. NW	38	42
Bilt	7	8½	C Oil	28½	29½
Do p	12½	14½	Do p	143½	..
xBl Bay	10	14	Do 4	82	..
Bl Rib	14	..	Do 5	99	102
Do p	56	..	CPR	26½	26¾
xBonvill	3	3½	C Pet p	13½	13¾
xBordul	7	7½	C Salt	41	42
xBouzn	49	50	C Thor	5½	6
Bow p	42½	43½	C Tire	177	184½
Do 5½ p	47½	48	C U p	92½	100
Bow-Mer	47½	48½	Do 4½	72½	..
Bowat	7½	7¾	C Vick	..	17
Bowes	..	39½	C Wal A	28½	32½
xBoymr	7½	8	Do B	28½	30
xBrlm	600	605	CWN p	14½	15
xBralsa	65	66	Do 4½	20	20½
Brazil	485	490	xCdn WO	187	190
Do p	87	87	C West	..	42½
Br T	20	20½	xC Will	..	75
Do p	45½	46	xCandor	14	15
Bright	41	46	xCanEr	154	155
Do p	20½	21	xC Met	35	37
xBritalt	226	240	Do w	5	11
BA Oil	36½	36¾	xCapt	91	11
BCE 4 p	72	75½	xCarib	105	110
Do 41 p	38½	40	Casa	985	1000
Do 44 p	40½	40¾	xCastle	540	560
Do 42 p	84	86	xCayzr	128	135
Do 5 p	45½	46½	xC Del	610	615
Do 5½ p	48½	50	xC Pat	136	140
BC For	13½	13¾	xC Porc	13	14½

DIVIDEND NOTICES

Canadian Bronze Company, Limited

DIVIDEND NOTICE

The Quarterly Dividend of 1¼% on the PREFERENCE STOCK of Canadian Bronze Company, Limited, has been declared payable the 1st day of November, 1959, to Shareholders of record as of the 9th day of October, 1959.

Also a Dividend of Thirty-seven and one-half (37½¢) Cents per Share, has been declared for the three months ending October 31st, 1959, on the outstanding COMMON STOCK of Canadian Bronze Company, Limited. Payable the 1st day of November, 1959, to Shareholders of record as of the 9th day of October, 1959.

By Order of the Board,
W. C. PAQUETTE,
Secretary.

Montreal, P.Q.
September 2nd, 1959.

ROYALITE OIL COMPANY LIMITED

Preferred Stock Dividend No. 20

NOTICE is hereby given that a Dividend of 32.8125 cents per share has been declared on the 5¼% First Series Preferred Shares of the Company, payable October 1st, 1959, to shareholders of record at the close of business on September 11th, 1959.

By Order of the Board.
J. W. WHITAKER,
Secretary.

Calgary, Alberta
August 28th, 1959.

CANADIAN OIL COMPANIES LIMITED

Notice is hereby given that dividends in the amounts per share set out below have been declared payable October 2, 1959 to shareholders of record at the close of business September 9, 1959, on the following shares of Canadian Oil Companies, Limited:

3% Cum. Pref.	$2.00
5% Cum. Redeem. Pref.	1.25
4% Cum. Redeem. Pref.	1.00

By Order of the Board.
DOUGLAS ROBINSON,
Secretary.

Toronto, September 2, 1959.

	Bid	Ask		Bid	Ask
xChar O	125	130	G Wpg G	13½	13½
Chart Tr	62½	68	Do vt	13	13½
C-Gal	26½	27	Do 5½w	585	615
xChesk	450	500	Do 5½w	700	725
xChest	29	31	Gr W	7½	7¾
xChib J	47	48	Grng	425	425
xChib-K	19	20	xGreyhk	3½	4
xChi M	85	95	Greyhnd	11½	12
xChim	68	70	xGridoil	210	275
xChirm	265	275	Guar T	27	27½
Chrys	..	65	xGuleb	8	9½
xC Bara	200	..	xGulf L	7½	8½
xC B A	350	450	Gunn	995	10
xCoch W	295	305	xDo w	161	165
Co-D	20½	21	Gurney	7½	9½
Do A	14	16	Do p	21¼	22½
Cahuti	14½	15	xGwilm	5½	7
xCody-R	10	11	Hahn	19½	21
Coghlin Co.	7½	8	Do 1 p	15	..
xCoin L	13½	14	Do 2 p	8½	..
Col. Cell	..	400	xHallnr	230	240
Coll	18	..	H Col	16	17
Do p	15	..	Do p	87	..
xColom	21	3	H Carp	14½	14½
Com E	12½	13	Hardee	13	13½
xCo Met	26	30	Do p	102	1032
CCmoil	120	150	xHd Rck	11	12
xCom P	290	295	xHar-M	12	16
Conduit	12½	13½	Hartz A	10	11
Conf L	139	149	Xanaga	18	20
Con L O	162	169	xH of L	14	16
xConis	50	54	xHdway	32	34
xCntatr	40	42	xHeath	6	6½
xCKey	23	25	Hees	7½	7½
Consolidated			xHendsh	430	430
xC All	6	7	Do p	58	62
C Bak	8½	9	xHeva	3	3½
xC Bell	8	8½	xHigh-B	150	160
xC B G	10	12½	H D	50	53
xC Cali	10	10½	Hi-T	8	8½
xC C C	5	5½	xHold A	6	6½
C Den	11½	11¾	xDo B	240	400
Do w	103	107	Holling	29½	30½
xC Disc	360	370	Ho O A	12½	13½
xC Dra	27	30	Do B	12½	13½
xC Dr	44	47	H amil	4½	5½
xC Fen	30	32½	Do p	40½	41
xC Fire	325	500	xHoyle	470	480
xC Gill	7	8½	Hud B	50	51½
xCG Ar	25	27	HB O G	15	15½
xC Hall	58	60	xH-Pam	13	14
xC Hwy	270	280	Hu O A	13½	13¾
xC Mrtn	24	26	Do p	25½	26
xC Mrcs	60	61	Hur Er	54½	55½
xC M M	300	305	Imp B	70½	71½
C M S	18½	19½	I Flo	34	34½
xC Mogul	160	166	I In A	9½	10
xC Morr	30	31	I Inv P	20	21
xC Mos	97	102	Do p	21½	22½
xC Neg	18	20	Imp L	74½	76
xC Nich	5½	6	Imp O	36½	36¾
xC Nor	70	72	I Tob	12½	13
xC Pk	4½	5	Do p	5½	6
xC Pers	12	15	xInd L	3½	4
xC Que	33	44	I Acc	38	38½
xC Red P	9½	10	Do 450 p	..	86
xC Reg	19½	12	Do 225 p	43½	44
xC San	7	8½	Do 275 p	50	52½
xC Sud	51	54	Do wts	12½	13½
C. Textile	275	325	Inger A	6½	8
xC W P	370	375	Inglis	475	490
C. Glass	29	30½	Ing Bl	12½	..
C Gas	41½	42	Do p	11½	..
Do A	..	105	Inl C p	21	21½
Do B	104	106	In G	14½	14½
Con C	45½	45¾	xDo w	190	195
xCnwst	375	395	Inspir	38	40
Cop Cl	7½	8	Int Bro	19	19½
xC Cor	30	32	Do p	23½	24
xCop-M	10	12	I Mill p	68	75
xCprnd	195	200	I Nickel	90½	91
Corb vt	18½	18¾	I Pete	31½	33½
Do B	18	19½	xInt Ran	13	15
Camos	12½	12¾	Intprov	9½	10½
xCoulee	38	40	xIPL 55 w	..	13
xCourn	8	10	Do p	96	..
xCowic	50	65	Mac L A	23	23½
xCraig	230	250	xMac L	107	110
xCrgmt	310	340	MacM A	36	..
Crain RL	20½	20¾	Do B	37½	37¾
xCree			xMadsn	280	289
w 58	197	202	xMagnt	12	13
xCrst	9	10¼	Magnum	15½	..
xCrstk	165	175	Maher	24	25
Do p	21½	22	Mailman	..	20
Do w	25	30	Do. cu. p	26	28
xCroi	9½	10	xMajtrn	3½	4½
Cr. Cork	60½	61	xMalar	109	120
Cr Tr	29	29	xMan U	6½	7
Cr Zell	54	56	M Su p	..	96½
Cr. Zel.			xMan Bar	76	100
(Can.)	19	22	M L G	24½	27
Crow	12	15	M L M	18	16½
xCrowp	11½	12	Do p	88	90
xCusco	5	7½	xMralgo	20	21
xDaer	16	17½	xMarcn	8½	9
Diex p	84	88	xMargid	11	12
xD'Ara	28	30	xMari	125	128
xDe C	17	19½	xMarit	38	42
xDeer H	18½	19½	Mass-F	12½	13½
xD'Eld	11	12	Do p	110	118
xDelte	50	54	Do 5½	102½	103
xDev P	98	100	xMatat	10	10½
D Seag	31½	31¾	Maxw	5	5
Dome	17½	17¾	xMayfr	115	123
Dome	101	101	xMaybrn	15	15½
Dominion			McB p	12	15½
D Ang	535	..	McC	..	34
D A p	92	..	McInt	64½	65
D Brge	21½	22	xMcKen	29	30½
D Coal p	5½	6½	xMcMar	8	8½
D. Corset	17	18	xMWat	41	42
D Dair	10½	11¼	xMedal	245	250
Do p	24½	..	xMent	15	15½
D Elec	11	11¼	xMerril	115	119
Do w	700	780	xMeta	8½	9½
D Fab	12	12	M LP	14½	13½
Do 2 p	20½	..	Do p	13½	13½
D Fdry	16	16½	xMidcon	54	55
D Fn p	97	101½	Mid P	16	—
D Ins	250	310	xMidr	57	62
D Mag	82	91	xMidW	165	175
D Scot	34	34½	Do w	18	20
Do p	45	48½	Loeb	11	11½
Ddco	18½	18¾	xL Hos	125	135
D Strs	62½	63	Do A	400	450
D Tar	16½	17	xLIP	17½	18
Do p	18½	19½	xL Point	56	60
D Tex	11½	11¾	xLorado	20	22
Do p	130¼	..	xDo w	6	7
xDonal	10	10½	xLowvi	6	8
Donohue	15	15½	Lr. St.		
Dover	11½	11¾	Law.	32½	33½
Dow	45	45½	Lowa	22½	28
Dupuis			xLyndh	13	14
Fre. A	7	7½	xLynx	11	12
xDuvan	17	18	xMacas	290	299
xDuvex	8	9	xMacdon	30	31
xDynam	154	155	xMacfie	9	11
xE Am	9	9	Mackinnon	..	14
E.Kootenay	8½	10	Do. p	96	..
xE Mal	132	135	Mac L A	23	23½
xE Sull	161	170	Do B	20½	21
xEastwd	202	210	Do p	44½	45
Do A	..	195	Lob A w	750	900
Easy p	17	19	Loeb	11	11½
Econ I	39	..	xL Hos	125	135
Eddy	59½	63	Do A	400	450
Ed A	58	60	xLIP	17½	18
Ed Ma	30½	31	xL Point	56	60
xElder	125	126	xLorado	20	22
xEldr	22	27	xDo w	6	7
xElectr C	98	..	xLowvi	6	8
Electrolux	16½	17½	Lr. St.		
xEl Sol	9	10	Law.	32½	33½
Emco	13½	13¾	Lowa	22½	28
Em Life	60	66	xLyndh	13	14
Enam & Heat	9½	10	xLynx	11	12
Do. B	410	500	xMacas	290	299
Eq Life	53½	..	xMacdon	30	31
Erie A	6	7	xMacfie	9	11
Do B	100	200	Mackinnon	..	14
xEurka	22	24	Do. p	96	..
xEx All	13	13½	Mac L A	23	23½
Falcon	26	26½	xMac L	107	110
Fam Pla	21½	21¾	MacM A	36	..
Fan. F	16½	17	Do B	37½	37¾
xFrdy	68	72	xMadsn	280	289
Do w	4	5	xMagnt	12	13
xFargo	450	475	Magnum	15½	..
xFwest	13	13	Maher	24	25
xFatima	48	49	Mailman	..	20
Fed Fire	30	50	Do. cu. p	26	28
Fed Gr	42	43	xMajtrn	3½	4½
Do p	27½	27¾	xMalar	109	120
xFibre	5	5½	xMan U	6½	7
Do p	7	7	M Su p	..	96½
Fitting	5½	6½	xMan Bar	76	100
Do A	94	11	M L G	24½	27
xFleet	70	72	M L M	18	16½
Ford US	76½	77½	Do p	88	90
Ford A	170½	173	xMralgo	20	21
Do B	170	..	xMarcn	8½	9
Found	14	14	xMargid	11	12
xFrnc	6	7	xMari	125	128
Fraser	..	28	xMarit	38	42
Frel p	89½	93	Mass-F	12½	13½
xFr P p	690	715	Do p	110	118
xFrbahr	200	209	Do 5½	102½	103
Do db	77½	82	xMatat	10	10½
Frue	6½	6¾	Maxw	5	5
Gatin	36½	36¾	xMayfr	115	123
Do 5 p	97½	98½	xMaybrn	15	15½
Do 3½	104½	..	McB p	12	15½
Geco	16½	16¾	McC	..	34
G Bak	8½	8¾	McInt	64½	65
G Dev	15½	16	xMcKen	29	30½
G Dyn	45½	46	xMcMar	8	8½
G Elec	72½	73¾	xMWat	41	42
GMC	52½	53½	xMedal	245	250
xGP Dr	110	130	xMent	15	15½
xDo A	110	115	xMerril	115	119
GGP M A	31	34½	xMeta	8½	9½
Do B	34	..	M LP	14½	13½
GSW	14½	15	Do p	13½	13½
Do p	91½	92	xMidcon	54	55
xGenex	13	15	Mid P	16	—
xGeo Sc	98	100	xMidr	57	62
xGt Mas	21	23	xMidW	165	175
xGiant	790	815	Do w	18	20
xGlacier	30	31	xMill C	21	22
xGlenn	8	9	xMillik	102	104
xGldsle	19	20	xMilt B	305	310
xGold K	10	10½	xMinda	7	8½
xGP Ur	29	30	Min Cp	13	14½
Gdy	186	189	xMin Or	10	11
Do p	42	44	Mitchell & Co.	..	27
G Mac A	6½	6¾	Mitchell R	10	12
Do B	5½	7½	Do ci B	..	350
Gftn A	15½	16	M C A	14	16½
Gr Toy	47	50½	Mols A	25½	26½
xGrdroy	15	16	Do B	26½	26¾
xGDuc	125	135	Do p	40½	41
GL P	39½	40	Molly	..	45½
GL Pow	27½	27¾	M Kn	7½	8½
Do p	23½	24	Do p	83	90
Do w	850	970	M Mort	47½	..
GN G	5½	6½	xMoneta	69	73
Do p	..	38	M Loco	18½	19
Do $2.80p	38½	40½	Mtl Tr	47½	50
xDo w	225	245	Moore	41	41½
xDo B w	235	245	Mrs A	1320	..
Gr Pins	11½	12½	Do B	2880	..
GW C A	8½	8¾	Morgan	33	..
Do B	430	..	Do 41½p	94	97
			xMt Wrt	80	81

	Bid	Ask		Bid	Ask
xMulti	42	43	Sal	11½	11¾
xNama	22	23	Do w	690	725
Nat Dr	15½	16½	xSan A	74	77
Do p	16	16½	xSand R	10	11
xN Exp	8½	9	xSapph	80	82
N Groc	20½	21	Do deb	46½	46¾
Do p	27½	27¾	xSarcee	118	120
xN Ho A	400	..	xSatel	38	42
Do B	425	450	Scfe A	11	11½
N Lead	113	113½	Do B	125	..
xN Pet	250	265	Scythe	13½	15
N St C	16½	16¾	Do p	20	25
Nat Tr	52	53	xSec F	390	410
xNealon	7½	9	Shawin	29½	29¾
xNello	14	18	Do A	33	..
Neon	16½	17	Do A p	40½	41
xNes L	21	22	Do B p	46½	48
New			xShp Cr	123	127
xN Alg	6½	7	Sher-Wms	47	55
xN Ath	33	35	Do p	135	155
xN Bid

THE WEEK'S QUOTATIONS

Quotations here listed are the official, exchange prices for listed stocks including curb market quotations. For unlisted stocks, quotations by unlisted dealers are given. The Financial Post cannot accept any responsibility for these quotations.

Bid and Ask quotes of Toronto and Montreal exchanges up to press time are published on page 43

Industrial Stocks

WEEK ENDING SEPTEMBER 4, 1959

Range 1959 High	Low	Div. Y'ld R'te$	Sep.4 %	Company	Sales	Last Aug. 28	Week end. Sept. 4 High	Low	Close in Latest
1.00	.27			Abitca Lumber..	12700	.43	.45	.37	.37
46	34¼	1.70	4.6	Abitibi	11380	37½	38½	36¼	37
24	23¼	1.12½	4.8	Do. 4½% pref..	590	23½	24¼	23¼	23½
12	9	.60	6.2	Acadia Atlan. ..	625	9¾	9¾	9¾	9¾
98	90½	5.00	5.2	Do. 5% pref...	50	90½	94	94	94
22	19½	1.20	6.1	Do. (A)	170	20	20	19¾	19¾
17¾	17¾			Admiral	nil		B17¼	A17½	17¾
18½	12½	.60	3.5	Agnew Surp. ..	55	16½	17¼	16½	17¼
4.50	2.75			Alaska Y. Pipe..	200	3.00	3.00	3.00	3.00
2.00	1.00			Alaska Refin. ..	700	1.00	1.00	1.00	1.00
13	6			Do. pref.	nil		B8	A10	7
3.60	2.35			Albt. Dist.	8300	3.25	3.20	3.05	3.05
2.80	2.00			Do. V.T.	5675	2.35	2.55	2.40	2.40
1.85	1.05			Do. 5. Pur. W.	2750	155	1.55	1.35	1.35
30	21¾			Albt. Gas Tr. ..	17421	27½	27¾	25½	26
23	19			Algoma Cent. ...	2531	20	19½	19	19
72	63	3.00	4.6	Do. 6% pref...	315	67	67	65	65
10¾	7			Do. Warr.	404	9.25	8.75	7.80	7.80
42½	33½	1.00	2.7	Algoma Steel ...	10387	39¼	39¾	37	37¼
9	7¾	.20	2.3	Algonquin	200	9	8¾	8¾	8¾
20	19¼	1.30	6.5	Do. pref.	nil		B19	A20	20
37¾	28½	1.42½		Aluminium	20555	33	33¼	31¾	31½
22	20¾	1.00	4.9	Alum of Can. 1 p	650	20¾	20¾	20½	20½
45¾	42	2.25	5.2	Do. 2nd pref. ..	1065	43	44	43	43
12.50	5.87½			Analogue	1445	7.37½	7.00	6.75	6.75
7.00	2.95			Do. Warr.	nil		B2.10	A4.50	2.00
7	5			Andian Nat. ...	nil			B5½	A5½
25	22½	.50	2.1	Anglo. Can. Oils. (Brandon)	15	24¼	24¼	24¼	24¼
46	37½	2.00	4.9	Ang. Cdn. Pulp	110	42	41	41	41
53	50½	2.80	5.4	Do. pref.	215	51¾	52	51¾	52
42	40	2.25	5.5	Ang. Can. Tel. p.	nil		B40	A41	41
8½	6¼	.20	2.9	Ang. Nfld.	3140	6¾	6¾	6¾	6¾
		.20		Angil-Scand. Inv.	nil				13
45	36	1.40	3.4	Anthes Imp.	170	43	43¾	41½	41½
100	96	.5.00	5.1	Do. 5½% pref...	nil		B95	A98	98
42½	32	1.00	2.8	Argus	8693	36¾	36½	35	35¾
93	69	2.40	3.1	Do. A pref. ...	365	79¾	79¾	78¼	78½
48¾	46	2.50	5.3	Do. B pref. ...	210	47¾	47	47	47
		1.00		Aro Equip.	nil				
38½	27	1.20	4.2	Asbestos	5389	21¾	32¼	30½	30¼
8.75	4.85	1.20		Ash Temple	nil		B6.75	A7.00	8.75
190	190	6.00	6.7	Do. (A)	10	195	190	190	190
9¾	8¼	.65	6.9	Do. (B)	nil		B8½	A9	9¾
†12	†11¼	.80	5.3	Ashdown Hd. A.	nil		B11¼	A12½	†11¼
16½	13½	.72	5.1	Do. (B)	225	14¼	14¼	14¼	14¼
		4.00+1	2.00	Assoc. T&T pf. ..	nil				101
9	8½			Atlan. Accept. ..	2200		7½	7¾	7¾
17¼		1.10	6.4	Do. pref.	nil		B16¼	A17½	17¼
29¾	24	1.00	3.9	Atlas Steels	3425	25¾	26	25¼	25½
34½	18¾	1.00+2	2.25	Auto Electric ..	275	28½	28	27¼	27¼
10.00	6.00	1.60		Auto Fabric A..	40	8.25	9.00	9.00	9.00
4.50	2.25			Do. (B)	800	4.00	4.40	4.00	4.25

B

63½	54	1.60	2.30	Bk. Can. Nat...	993	56½	56¾	55¾	56½
62¾	52¾	1.60+2	2.20	Bk. Montreal ...	6918	57½	57¾	55¾	55¾
84½	63¾	2.20+2	2.20	Bk. N. Scotia	3076	77	77	76	76½
45	33	1.80+2	2.20	Bk. Provincial..	554	40½	40¼	40	40
		3.20+11	80	Barber-Ellis	nil		B53½		
		3.50		Do. pref.	nil				
4.85	4.30			Barcelona	nil		B3.50		4.85
6¾	6¾	.50		Bates & Innes A	nil		B5	A8	15¾
52	45	2.00	4.3	Bathurst Pr. A..	455	46	47	46	46
36	26½	.75		Do. (B)	150	30	31	31	31
13.37½	6.37½	1.40+1	10	Beatty Bros.	1730	9.25	9.25	9.00	9.12½
30	25½	1.00+1	4.25	Beaver Lumber ..	100	25½	26	26	26
18½	17¾	1.00	5.5	Do. (A)	nil		B18½	A20	18¼
27¾	25½	1.40	5.1	Do. pref.	95	27½	27½	27½	27½
13½	10¼	1		Belding Cort. ...	nil		B9	A15	11½
12½	11	.70	5.6	Do. pref.	nil				12½
8	7			Belgium Stores ..	20	19¾	7½	7¾	7¾
†16	†13½	1.00	6.3	Do. pref.	nil		B12		†16
44½	39¾	2.00	4.8	Bell Telephone..	24885	41½	42	41¾	41¾
8	7½	.40	4.7	Biltmore Hats ..	50	†8½	†8½	†8½	†8½
14½	12¾	1.00	6.3	Do. A pref. ...	50	14	†15¾	13¾	†15¾
55	47	2.40+1	4.9	Bird Constr.	nil			B50	51
11¾	8½			Blue Bonnets ...	520	10½	10¾	10½	10½
2.75	2.50			Do. Warr.	110	2.50	2.60	2.60	2.60
†14	†13			Blue Ribbon	25	†14	†14	†14	†14
56	50	2.50+2	5.00	Do. pref.	25	56	56	56	56
49½	47	2.75	5.7	Bowater Mer. P.	312	48	48¾	48	48¾
7.75	6.00	1.60		Bowater Paper ..	8413	7.75	7.75	7.50	7.50
47	42½	2.50	5.8	Bowater NA 5%p	470	44¼	43	42½	43
50½	47	2.75	5.8	Do. 5½% pref..	236	48	49	47	47¾
39¼	19½	1.00+2	3.50	Bowes Ltd.	nil			A39½	39½
9½	7½	.60	8.0	Boyles A	200	†7	7½	7½	7½
5¾	4¼			Do. (B)	250	4¾	4½	14	14
7.62½	4.90	1.25+		Brazilian Tr. ...	28893	5.00	5.00	4.90	4.90
90	6.00		6.7	Do. pref.	nil		B87	A87	90
25	20	1.20	6.0	Bridge & Tank..	65	20½	20½	20	20
48	43½	2.90	6.2	Do. pref.	260	46½	46¾	43¾	46¾
50	37¼	1.00	2.4	Bright. T. G.	25	41	41	41	41
21	20¼	1.15	5.8	Do. 5% pref. ...	nil		B20½	A21	21
52	45	1.60+3	3.70	Br. Am. Bk. N'S	nil		B49	A50	49½
44½	33	1.00	3.0	Brit. Amer. Oil..	25656	36¾	37	36¾	36¼
78	75	4.00	5.3	B.C. Elec. 4% pf.	175	75½	76	75	75
11½	8	2.12½	5.4	Do. 4¼% pref..	125	40¼	40	39½	39½
43	40	2.25	5.5	Do. 4½% pref..	720	40¾	41	40½	41
91	84¾	4.75	5.4	Do. 4¾% pref..	331	87¾	88½	85½	85½
49	45	2.50	5.4	Do. 5% pref. ...	575	48	47½	46	46
49	42	2.75	5.6	Do. 5½% pref..	484	50½	50	49	49
16	12½			B.C. Forest	4283	13¾	14½	13¾	13¾
15	14¾	.75	4.5	B.C. Packers A..	250	16½	16½	16¾	16½
18	14¾	1.00	6.3	Do. (B)	200	16	16	16	16
40¼	35¼	1.40	3.9	B.C. Power	6809	35¾	36½	35¼	36
47¾	40	2.00	4.8	B.C. Tele.	1692	42¼	42½	41	41¾
1.25	.90			B.C. Turf	1600	1.10	1.10	1.10	1.10
18	17	1.04	5.6	Brooke Bond Pf.	nil		B18½	A19½	†18½
14½	11¾	1.30+		Brown Co.	2307	13¾	13¼	12¾	13¾
14	8¼			Bruck S. Mills A	850	12¾	12¾	11	11¾
3.00	2.20			Do. B	110	4.25	4.00	4.00	4.00
38	32½	1.80	5.0	Build Prod.	1565	36½	36¾	35¼	36
7	5½	.50	8.7	Bulloch's A	100		5¾	5¾	5¾
6¾	5	.35	6.4	Do. B	nil			B5¾	A6½
24	16¾	1.60+1	1.25	Burlington St'l .	875	19½	19¼	18¾	18¾
14½	12¼	1.60+2	1.10	Burns & Co.	890	13	13	12½	13
8	6½	.45	6.7	Burrard D. D. A	525	6¾	6¾	6¾	6¾
2.75	1.75			Butterfly Hos. .	75	2.10	2.10	2.10	2.10

C

125	121	1.50	6.0	Caldwell Lin 1st p	nil		B22		125
100	78½	2.00	2.2	Calgary Pwr. ..	915	92¼	94	90¼	91½
103	38½	5.00	5.0	Do. 5% Pref. ..	5	100	101	101	101
		Canada							
8.50	4.00	.10	2.5	Canada Bread ..	105	4.00	4.25	4.00	4.00
58	55	2.50	4.5	Do. Pref. B ..	nil		B56		58
37	30½	1.30	4.3	Can. Cement ..	2769	33	33½	30½	30¼
28½	26	1.00	3.7	Do. Pref.	370	27¾	27¾	27½	27¼
23¼	12¾	8.20		Can. Cr. & C. Stone	110	15	15½	15½	15½
27½	18	1.50		C. & D. Sugar ..	2880	19	30½	18¾	19
15½	14½	1.00	6.7	Can. Floor B ...	nil				15
24½	20	.60+1	2.20	Can. Foils	25	23	23¼	23¼	23¼
25	22¼	.60+1	2.53	Do. A	nil		B22½	A23	22½
13	12	*.37½		Can. Forg.	nil				12
30	27	1.50	5.5	Do. A	nil		B25½	A27	27½
37¾	29	1.50	4.9	Can. Iron	2790	31	31¾	30½	30¾
101	90	4.25	4.7	Do. 4½% Pref.	nil		B91	A93	90½
218	20	4.60	2.1	Can. Life	nil		B200		216
†15	†10			Can. Machine ...	nil		B10	A16	†10
76½	61	2.00	3.2	Can. Malting	85	64	63	62	62½
26	24¾	1.17	4.7	Do. 4½% Pfd.	20	34¾	24¾	24¾	24¾
57	51	1.75	3.5	Can. Packers A	135	53	53	50	50
55	49	1.75	3.5	Do. B	270	53	53	49½	49½
70	58	2.00	3.2	Can. Perm. Mtg.	187	64	65	63	63
91	82	4.40	5.0	Can. Safeway pf.	nil			B88¼	A88½
49¼	38½	1.40	3.1	Can. Steamships	860	46½	45¾	44	45
13	11	.62½	3.1	Do. Pref.	1322	12¾	12¼	12¼	12¼
12½	11	.70	5.6	Do. pref.	nil				12½
8	7			Belgium Stores ..	20	19¾	7½	7¾	7¾
†16	†13½	1.00	6.3	Do. pref.	nil		B12		†16
44½	39¾	2.00	4.8	Bell Telephone..	24885	41½	42	41¾	41¾
8	7½	.40	4.7	Biltmore Hats ..	50	†8½	†8½	†8½	†8½
14½	12¾	1.00	6.3	Do. A pref. ...	50	14	†15¾	13¾	†15¾
55	47	2.40+1	4.9	Bird Constr.	nil			B50	51
11¾	8½			Blue Bonnets ...	520	10½	10¾	10½	10½
2.75	2.50			Do. Warr.	110	2.50	2.60	2.60	2.60
†14	†13			Blue Ribbon	25	†14	†14	†14	†14
56	50	2.50+2	5.00	Do. pref.	25	56	56	56	56
49½	47	2.75	5.7	Bowater Mer. P.	312	48	48¾	48	48¾
7.75	6.00	1.60		Bowater Paper ..	8413	7.75	7.75	7.50	7.50
47	42½	2.50	5.8	Bowater NA 5%p	470	44¼	43	42½	43
50½	47	2.75	5.8	Do. 5½% pref..	236	48	49	47	47¾
39¼	19½	1.00+2	3.50	Bowes Ltd.	nil			A39½	39½
9½	7½	.60	8.0	Boyles A	200	†7	7½	7½	7½
5¾	4¼			Do. (B)	250	4¾	4½	14	14
7.62½	4.90	*.25+		Brazilian Tr. ...	28893	5.00	5.00	4.90	4.90
90	6.00		6.7	Do. pref.	nil		B87	A87	90
25	20	1.20	6.0	Bridge & Tank..	65	20½	20½	20	20
48	43½	2.90	6.2	Do. pref.	260	46½	46¾	43¾	46¾
50	37¼	1.00	2.4	Bright. T. G.	25	41	41	41	41
21	20¼	1.15	5.8	Do. 5% pref. ...	nil		B20½	A21	21
52	45	1.60+3	3.70	Br. Am. Bk. N'S	nil		B49	A50	49½
44½	33	1.00	3.0	Brit. Amer. Oil..	25656	36¾	37	36¾	36¼
78	75	4.00	5.3	B.C. Elec. 4% pf.	175	75½	76	75	75
11½	8	2.12½	5.4	Do. 4¼% pref..	125	40¼	40	39½	39½
43	40	2.25	5.5	Do. 4½% pref..	720	40¾	41	40½	41
91	84¾	4.75	5.4	Do. 4¾% pref..	331	87¾	88½	85½	85½
49	45	2.50	5.4	Do. 5% pref. ...	575	48	47½	46	46
49	42	2.75	5.6	Do. 5½% pref..	484	50½	50	49	49
16	12½			B.C. Forest	4283	13¾	14½	13¾	13¾
15	14¾	.75	4.5	B.C. Packers A..	250	16½	16½	16¾	16½
18	14¾	1.00	6.3	Do. (B)	200	16	16	16	16
40¼	35¼	1.40	3.9	B.C. Power	6809	35¾	36½	35¼	36
47¾	40	2.00	4.8	B.C. Tele.	1692	42¼	42½	41	41¾
1.25	.90			B.C. Turf	1600	1.10	1.10	1.10	1.10
18	17	1.04	5.6	Brooke Bond Pf.	nil		B18½	A19½	†18½
14½	11¾	1.30+		Brown Co.	2307	13¾	13¼	12¾	13¾
14	8¼			Bruck S. Mills A	850	12¾	12¾	11	11¾
3.00	2.20			Do. B	110	4.25	4.00	4.00	4.00
38	32½	1.80	5.0	Build Prod.	1565	36½	36¾	35¼	36
7	5½	.50	8.7	Bulloch's A	100		5¾	5¾	5¾
6¾	5	.35	6.4	Do. B	nil			B5¾	A6½
24	16¾	1.60+1	1.25	Burlington St'l .	875	19½	19¼	18¾	18¾
14½	12¼	1.60+2	1.10	Burns & Co.	890	13	13	12½	13
8	6½	.45	6.7	Burrard D. D. A	525	6¾	6¾	6¾	6¾
2.75	1.75			Butterfly Hos. .	75	2.10	2.10	2.10	2.10

C

125	121	1.50	6.0	Caldwell Lin 1st p	nil		B22		125
100	78½	2.00	2.2	Calgary Pwr. ..	915	92¼	94	90¼	91½
103	38½	5.00	5.0	Do. 5% Pref. ..	5	100	101	101	101
		Canada							
8.50	4.00	.10	2.5	Canada Bread ..	105	4.00	4.25	4.00	4.00
58	55	2.50	4.5	Do. Pref. B ..	nil		B56		58
37	30½	1.30	4.3	Can. Cement ..	2769	33	33¼	30½	30¼
28½	26	1.00	3.7	Do. Pref.	370	27¾	27¾	27½	27¼
23¼	12¾	8.20		Can. Cr. & C. Stone	110	15	15½	15½	15½
27½	18	1.50		C. & D. Sugar ..	2880	19	30½	18¾	19
15½	14½	1.00	6.7	Can. Floor B ...	nil				15
24½	20	.60+1	2.20	Can. Foils	25	23	23¼	23¼	23¼
25	22¼	.60+1	2.53	Do. A	nil		B22½	A23	22½
13	12	*.37½		Can. Forg.	nil				12
30	27	1.50	5.5	Do. A	nil		B25½	A27	27½
37¾	29	1.50	4.9	Can. Iron	2790	31	31¾	30½	30¾
101	90	4.25	4.7	Do. 4½% Pref.	nil		B91	A93	90½
218	20	4.60	2.1	Can. Life	nil		B200		216
†15	†10			Can. Machine ...	nil		B10	A16	†10
76½	61	2.00	3.2	Can. Malting	85	64	63	62	62½
26	24¾	1.17	4.7	Do. 4½% Pfd.	20	34¾	24¾	24¾	24¾
57	51	1.75	3.5	Can. Packers A	135	53	53	50	50
55	49	1.75	3.5	Do. B	270	53	53	49½	49½
70	58	2.00	3.2	Can. Perm. Mtg.	187	64	65	63	63
91	82	4.40	5.0	Can. Safeway pf.	nil			B88¼	A88½
49¼	38½	1.40	3.1	Can. Steamships	860	46½	45¾	44	45
13	11	.62½	3.1	Do. Pref.	1322	12¾	12¼	12¼	12¼
12½	11	.70	5.6	Do. pref.	nil				12½
8	7			Belgium Stores ..	20	19¾	7½	7¾	7¾
†16	†13½	1.00	6.3	Do. pref.	nil		B12		†16
44½	39¾	2.00	4.8	Bell Telephone..	24885	41½	42	41¾	41¾
8	7½	.40	4.7	Biltmore Hats ..	50	†8½	†8½	†8½	†8½
14½	12¾	1.00	6.3	Do. A pref. ...	50	14	†15¾	13¾	†15¾
55	47	2.40+1	4.9	Bird Constr.	nil			B50	51
11¾	8½			Blue Bonnets ...	520	10½	10¾	10½	10½
2.75	2.50			Do. Warr.	110	2.50	2.60	2.60	2.60
†14	†13			Blue Ribbon	25	†14	†14	†14	†14
56	50	2.50+2	5.00	Do. pref.	25	56	56	56	56
49½	47	2.75	5.7	Bowater Mer. P.	312	48	48¾	48	48¾
7.75	6.00	1.60		Bowater Paper ..	8413	7.75	7.75	7.50	7.50
47	42½	2.50	5.8	Bowater NA 5%p	470	44¼	43	42½	43
50½	47	2.75	5.8	Do. 5½% pref..	236	48	49	47	47¾
39¼	19½	1.00+2	3.50	Bowes Ltd.	nil			A39½	39½
9½	7½	.60	8.0	Boyles A	200	†7	7½	7½	7½
5¾	4¼			Do. (B)	250	4¾	4½	14	14
7.62½	4.90	*.25+		Brazilian Tr. ...	28893	5.00	5.00	4.90	4.90
90	6.00		6.7	Do. pref.	nil		B87	A87	90
25	20	1.20	6.0	Bridge & Tank..	65	20½	20½	20	20
48	43½	2.90	6.2	Do. pref.	260	46½	46¾	43¾	46¾
50	37¼	1.00	2.4	Bright. T. G.	25	41	41	41	41
21	20¼	1.15	5.8	Do. 5% pref. ...	nil		B20½	A21	21
52	45	1.60+3	3.70	Br. Am. Bk. N'S	nil		B49	A50	49½
44½	33	1.00	3.0	Brit. Amer. Oil..	25656	36¾	37	36¾	36¼
78	75	4.00	5.3	B.C. Elec. 4% pf.	175	75½	76	75	75
11½	8	2.12½	5.4	Do. 4¼% pref..	125	40¼	40	39½	39½
43	40	2.25	5.5	Do. 4½% pref..	720	40¾	41	40½	41
91	84¾	4.75	5.4	Do. 4¾% pref..	331	87¾	88½	85½	85½
49	45	2.50	5.4	Do. 5% pref. ...	575	48	47½	46	46
49	42	2.75	5.6	Do. 5½% pref..	484	50½	50	49	49
16	12½			B.C. Forest	4283	13¾	14½	13¾	13¾
15	14¾	.75	4.5	B.C. Packers A..	250	16½	16½	16¾	16½
18	14¾	1.00	6.3	Do. (B)	200	16	16	16	16
40¼	35¼	1.40	3.9	B.C. Power	6809	35¾	36½	35¼	36
47¾	40	2.00	4.8	B.C. Tele.	1692	42¼	42½	41	41¾
1.25	.90			B.C. Turf	1600	1.10	1.10	1.10	1.10
18	17	1.04	5.6	Brooke Bond Pf.	nil		B18½	A19½	†18½
14½	11¾	1.30+		Brown Co.	2307	13¾	13¼	12¾	13¾
14	8¼			Bruck S. Mills A	850	12¾	12¾	11	11¾
3.00	2.20			Do. B	110	4.25	4.00	4.00	4.00
38	32½	1.80	5.0	Build Prod.	1565	36½	36¾	35¼	36
7	5½	.50	8.7	Bulloch's A	100		5¾	5¾	5¾
6¾	5	.35	6.4	Do. B	nil			B5¾	A6½
24	16¾	1.60+1	1.25	Burlington St'l .	875	19½	19¼	18¾	18¾
14½	12¼	1.60+2	1.10	Burns & Co.	890	13	13	12½	13
8	6½	.45	6.7	Burrard D. D. A	525	6¾	6¾	6¾	6¾
2.75	1.75			Butterfly Hos. .	75	2.10	2.10	2.10	2.10

C

125	121	1.50	6.0	Caldwell Lin 1st p	nil		B22		125
100	78½	2.00	2.2	Calgary Pwr. ..	915	92¼	94	90¼	91½
103	38½	5.00	5.0	Do. 5% Pref. ..	5	100	101	101	101
		Canada							
8.50	4.00	.10	2.5	Canada Bread ..	105	4.00	4.25	4.00	4.00
58	55	2.50	4.5	Do. Pref. B ..	nil		B56		58
37	30½	1.30	4.3	Can. Cement ..	2769	33	33¼	30½	30¼
28½	26	1.00	3.7	Do. Pref.	370	27¾	27¾	27½	27¼
23¼	12¾	8.20		Can. Cr. & C. Stone	110	15	15½	15½	15½
27½	18	1.50		C. & D. Sugar ..	2880	19	30½	18¾	19
15½	14½	1.00	6.7	Can. Floor B ...	nil				15
24½	20	.60+1	2.20	Can. Foils	25	23	23¼	23¼	23¼
25	22¼	.60+1	2.53	Do. A	nil		B22½	A23	22½
13	12	*.37½		Can. Forg.	nil				12
30	27	1.50	5.5	Do. A	nil		B25½	A27	27½
37¾	29	1.50	4.9	Can. Iron	2790	31	31¾	30½	30¾
101	90	4.25	4.7	Do. 4½% Pref.	nil		B91	A93	90½
218	20	4.60	2.1	Can. Life	nil		B200		216
†15	†10			Can. Machine ...	nil		B10	A16	†10
76½	61	2.00	3.2	Can. Malting	85	64	63	62	62½
26	24¾	1.17	4.7	Do. 4½% Pfd.	20	34¾	24¾	24¾	24¾
57	51	1.75

Mining Stocks

WEEK ENDED SEPTEMBER 4, 1959

Range 1959 High	Low	Company & Dividend ($)	Sales	Last Aug. 28	Week Ending Sept. 4 High	Low	Close or latest
.43	.32	Abacus	19134	.36	.36	.33	.36
.13	.04½	Acadia Uz.	47500	.12	.13	.11	.13
.10	.04	Ad. Astra	8500	.04	.06½	.05	.06
2.50	2.45	Advocate	2500	2.50	2.53	2.70	2.80
.42	.13	Agassiz	nil		B.17	A.30	.17
.75	.50	Agnico	40431	.54	.63	.60	.60
.53	.36	Akaitcho	7300	.43	.43½	.40	.43
.13	.08	Alba	12500	.08	.08	.08	.08
27.00	13.37½	Algom	7450	18.25	19.50	13.37½	13.37½
.40	.15	Allenpat	5800	.17	.22	.16	.16
.43	.34	Amal. Larder	38750	.34	.35	.31	.33
.10	.06	Amal. R.M.	2530	.09	.09	.09	.09
.06	.04	Amer'm.	600	.04	.04	.04	.04
.91	.83	Am Neph. .04	3000	.83	.70	.85	.85
.09½	.06	Amer. Stand.	500	.06½	.06½	.06½	.06½
1.18	.66	Anacon	16858	.70	.72	.60	.60
34.00	10.42½	Anglo-Hur. .50	267	10.87½	11.50	†10.50	11.25
.45	.32½	Anglo-Rou.	1500	.33	.34	.33½	.33½
.52	.14	Ansil	180319	.16	.26	.14	.18
.15	.03½	Anthonian	4000	.09	.08	.07	.07
.53	.14	Arcadia	10500	.15	.16½	.15	.16
.10	.02	Do warr.	nil		B.02	A.04	.06
1.50	.83	Area	7000	.95	.92	.85	.85
.13	.09½	Arjon	7000	.10	.12	.10	.12
.09	.04	Arno	16000	.07	.08	.06	.07½
2.40	2.10	At. Coast Cop.	1750	2.35	2.40	2.15	2.45
.15	.04	Atlas Sulp.	2500	.09	.07½	.07½	.07½
.15	.08	Atlas Yk.	3000	.09	.09	.08	.08
.53	.11	Atlin-Ruff.	3700	.11½	.12	.12	.12
.90	.83	Aubelle	190100	.04½	.04	.03	.03½
.85	.35	Augustus	18894	.36	.40	.36	.37
.21	.08½	Aull	9000	.08½	.09	.08½	.08½
.31½	.12	Aumacho	4508	.13	.14	.13	.13
.18	.05	Aumaque	151200	.08½	.08½	.08	.08
2.15	2.50	Aunor .10	1833	2.75	2.70	2.50	2.50
.08	.02½	Avillabona	133360	.04½	.05	.02½	.03

B

.33	.16	Baker Tald	71300	.20	.21	.19	.19
.08	.05	Band Ore	3500	.06	.06	.06	.06
.26	.16	Bankeno	7000	.21½	.23	.21½	.21½
.10	.08	Bankfield	2000	.08½	.08½	.08½	.08½
1.94	1.31	Barnat	13470	1.40	1.40	1.32	1.35
.10	.04½	Barvallee	11500	.05	.05	.04½	.05
.72	.60	Barymin .03	4000	.63	.63	.60	.60
.38	.15	Base Metals	7100	.16	.16	.16	.16
.23	.14	Basks	10600	.15	.17	.14	.15
1.30	.40	Bateman	35600	.40	.44	.40	.44
.10	.04	Bayonne	9000	.05	.04½	.04½	.04½
.36	.17	B'tie-Duq	1857	.19	.19	.18	.18
.85	.65	Beauce Placer	1100	.82	.75	.65	.70
.25½	.16	Beaver L'ge	6500	.19	.19½	.18	.19½
1.32	.86	Belcher	10672	.89	.90	.88	.88
.84	.41	Bellechase	62500	.81	.82	.76	.76
.13	.05½	Belle-Chib	nil		B.06½	A.08	.06½
1.96	1.53	Belleterre .05	nil		B1.62	A1.75	1.82
2.05	.90	Bethle'm	28450	1.10	1.10	1.05	1.07
.26	.15	Bevcon	3000	.17	.17	.17	.17
.37½	.09	Bibis-Yuk.	61100	.13½	.15	.13	.13
1.03	.51	Bicroft	24050	.79	.78	.80	.83
.34	.12	Bidcop	44100	.20½	.20½	.17	.18
.16	.08	Black Bay	3000	.15	.14	.13	.14
.08½	.02½	Bonville	118200	.04	.04	.02½	.03
.10	.06	Bordulac	16000	.06½	.07	.06	.06
.15	.05½	Bornite	10650	.07	.07	.06	.06
.72	.49	Bouzan	21050	.55	.58	.51	.52
.15½	.07	Boymar	17668	.07½	.08	.07	.08
6.50	5.75	Braiorne-P. .40	1875	6.00	6.15	6.00	6.15
.80	.50	Brazil	30100	.55	.55	.51	.51
.08½	.03	Brunhurst	119533	.04	.04½	.03	.03
.09	.02	Brunsman	126550	.05	.05	.02	.03
2.70	2.60	Brunswick	700	2.70	2.65	2.60	2.60
.39	.11	Bufadison	212777	.16½	.19	.16	.17
1.52	1.20	Buffalo Ank.	2100	1.47	1.50	1.41	1.42
.09	.06	Buff. R.L.	9500	.08	.08½	.07½	.07½
4.65	3.30	Bulolo .20	2569	4.00	4.10	4.00	4.00
.11	.07	Bunker Hill	5200	.08½	.08½	.07	.08
.42	.10½	Burnt Hill	2000	.18	.20	.18	.18
.40	.10	Burrex	500	.39	.10	.10	.10

C

.58½	.13	Cable	500	.16	.14	.14	.14
.46	.16	Cadamet	8125	.18½	.19	.16	.16
.07½	.04	Calumet	1000	.04	.04	.04	.04
10.50	8.90	Camp. Chib.	8090	7.05	7.50	8.95	9.10
		Campbell R.L.					
12.37½	10.00	.35+1.05	1900	10.50	10.75	10.12½	10.75
		Canadian					
.13	.07	Cdn. Ast.	4823	.07½	.08	.07	.08
.75	.27	Cdn. Dyno	2870	.37	.35	.31	.31
.84	.25	Cdn. Mal.	7825	.40	.43	.35	.35
.40	.16	Cdn. N. Inca	2000	.17	.17½	.16½	.16½
2.12	.37	Cdn. N'west	5409	.40	.40	.38	.39
.50	.20	Cdn. Thor	9500	.08½	.08½	.05½	.05½
.10	.05	Canalask	6253	.06½	.06	†.04	.05
.30	.15	Canam	2400	.16	.16	.15	.16
.26	.12	Candore	16950	.14	.14	.12	.13
2.46	.28	Can-Erin	177658	1.62	1.69	1.50	1.55
1.07	.32	Can-Met	9750	.36	.36½	.35	.35
.13	.10	Do warr.	1650	.10	.10	.10	.10
.50	.17	Canorama	30210	.49	.50	.46	.49
.14	.05	Canuba	2000	.05	.06½	.05½	.05½
.07	.04½	Canusa	nil		B.05	A.07	.06
.18	.09	Captain	14500	.10½	.11	.09½	.09½
.36	.08	Cariboo	3500	.09	.09	.08	.08
1.77	.78	Caribou	700	1.06	1.07	1.05	1.05
.83	.31	Carrier Q.	17101	.33	.33	.26	.30
		Cassiar Asb.					
12.12½	9.40	.40+1.07½	7463	11.00	11.12½	9.65	9.85
5.80	4.75	Castle-Tre. .15	800	5.40	5.40	5.40	5.40
3.10	.80	Cayzor	600	1.42	1.36	1.35	1.35
.10	.03	Cen. Man.	nil		B.05	A.06	.04½
2.30	1.05	Cen. Pat.	14439	1.80	1.80	1.35	1.48
.13	.12	Cen. Pore.	2000	.13½	.13	.13	.13
.08½	.06	Chesklyn	61100	.08	.08½	.08	.08
.53	.19	Chesterville	48773	.31½	.31½	.30	.30
.24	.15	Chib. Cop.	14000	.15	.19	.15	.19
.63	.43	Chib. Jac.	12135	.52	.58	.49	.50
.37½	.16½	Chib. K'rand	16000	.20	.22	.19	.20
2.65	.72	Chib. Min.	2650	1.00	1.00	.90	.90
.89	.50	Chimo	59200	.71	.77	.65	.76
.12	.06	Chipman	62000	.07	.07	.06	.06
3.15	2.30	Chromium	2400	2.45	2.60	2.30	2.60
.22	.12	Cleveland	14000	.18	.17	.15½	.15½
		Clix	nil				.12
4.00	2.50	Coast Cop.	200	3.05	2.50	2.50	2.50
4.10	2.95	Cochen'r .06	16800	3.10	3.10	2.95	3.00
.21	.10½	Cody-Reco	6700	.11	.11	.10½	.10½
.19	.03½	Coin Lake	4500	.15	.15½	.14	.14
.35	.15	Coleman A	1380	.35	.35	.35	.35
.35	.25	Do. B	2150	.35	.35	.35	.35
.68	.63	Colomac	131100	.04½	.05	.03	.03
.50	.25	Comb. Met.	8233	.32	.30	.25	.27
.41	.11	Commercial	nil		B.10	A.11	.11
.18	.09	Cominga	2500	.09½	.09½	.09	.09
.50	.20	Conlagas	5000	.51	.50	.50	.50
.44	.27	Contactum	3000	.37	.40	.36	.40
.35	.22	Conkey	nil		B.23	A.25	.26
.15	.08	Cons. B'keno	6666	.08	.09	.08	.09
.31	.09	C. Beta	13417	.13	.10½	.10	.10½
.31	.06	C. Bi-Ore	34500	.14	.15	.12	.14½
.18	.10	C. Calltnan	5000	.12	.11	.10	.10
.08	.05	C. C. Cad.	1500	.05	.05½	.05	.05½
38.12½	11.00	C. Denison	34542	13.75	13.75	11.50	12.00
4.20	.55	Do. warr.	54120	1.80	1.85	.85	1.10
4.10	3.65	C. Disc'y .12	7630	3.80	3.80	3.65	3.65
.63	.30	C. Fenimore	2592	.30	.31	.30	.31
.10½	.06½	C. Gillies	4100	.07	.07	.07	.07
.36	.19	C. Gold. Arr.	10850	.28	.33	.28	.28
		C. C. Gold.	nil				.06½
1.05	.55	C. Hall'well.	150400	.60	.59	.59	.61
4.50	2.80	C. Howey	1500	3.00	3.00	2.85	2.85
.64	.25	C. Marbenor.	7500	.26½	.36½	.25	.26
1.15	.57	C. Marcus	7300	.65	.61	.61	.61
2.55	1.50	C. Mogul	9340	1.75	1.80	1.66	1.70
.11	.07½	C. Monpas	3000	.09	.09	.09	.09
.44	.18	C. Morrison	30900	.37	.37	.30	.33
1.20	.83	C. Mosher	9500	.95	1.00	.95	1.00
.38	.18	C. Negus	4500	.18	.18½	.18	.18
.09	.05	C. Nich.	4000	.05½	.05½	.05½	.05½
3.24	.34½	C. Northland	122400	.86	.96	.69	.74
.20	.11½	C. Pershcourt	1000	.11½	.12	.12	.12
.45	.33	C. Que. G.	nil		B.33	A.44	.35
.10½	.06	C. Que. Y.	1100	.06½	.06½	†.04	†.04
1.23½	.08½	C. Red Pop.	4060	.09	.09½	.09½	.09½
.20	.10	C. Regcourt	31800	.10½	.12	.10	.10½
.14	.06½	C. San'rm	9000	.07	.08	.07	.08
		C. Smelt.					
22.62½	19.00	.80+1.20	13756	19.75	20.00	19.00	19.00
1.10	.50	C. Sud'ry	9508	.56	.59	.51	.52
.67	.40	Cont. Potash	4230	.56	.58	.55	.55
3.98	3.50	Conwest	1800	4.00	4.10	3.75	3.80
.74	.25	Copper Corp.	8100	.30	.33	.30	.33
.16½	.06	Copper Man.	19000	.11½	.11½	.10	.10
2.50	1.74	Cop-Rand	14220	2.08	2.20	1.92	1.97
.58	.32	Coulee	3500	.36	.37	.32	.37
.12	.07½	Cournor	2500	10	.10	.10	.10
1.30	.57	Cowichan	10200	.65	.68	.63	.65
3.15	2.92	Craigmont	1950	3.15	3.50	3.30	3.40
.12	.08	Crestaurum	1000	.09	.09	.09	.09
.13	.08	Croinor	1000	.10	.09½	.09½	.09½
.19	.10	Crowpat	10000	.12½	.13½	.11½	.12
.18	.07½	Cusco	10300	.08	.09	.07½	.08

D, E, F

.48	.15	Daering	17406	.19	.18	.15	.17½
.74	.36	D'Aragon	14400	.28	.29	.27	.28
.34	.17	Decoursey B.	6787	.19	.18	.17	.17
.33	.15	Deer Horn	23500	.18½	.21	.18½	.19½
.19	.09	D'Eldona	9000	.12	.12	.11	.11
.50	.30	Delnite	1000	.50	.50	.50	.50
.12	.06	Dickstone C.	nil		B.09		.10
.17	.06	Dolsan	7700	.09	.09½	.09	.09
21.12½	15.75	Dome .70	1080	17.50	17.75	17.12½	17.12½
.15	.10	Donalda	13000	.10	.10	.10	.10
.48	.17	Duvan	5300	.18	.19½	.18	.18
.16	.07	Duvex	9000	.08	.08	.08	.08
.18	.07	East Amph.	13500	.06½	.09½	.08	.08
2.15	1.30	East Mal.	5300	1.32	1.33	1.31	1.32
2.75	1.50	East Sull.	12710	1.53	1.65	1.50	1.61
2.13	.80	Elder	31300	1.40	1.40	1.30	1.34
.50	.28	Eldrich	6000	.30	.28	.28	.28
.14	.09	El Sol	26300	.10	.09½	.09	.09½
.45	.30	Eureka	3500	.32	.32½	.23½	.23½
.13½	.08½	Explor. All.	4298600	.13	.14	.11½	.13½
.33	.10	Fab Met.	9000	13	.12	.10	.10
		Falconbridge					
23.00	24.37½	1.20+1.20	3455	28.00	28.00	27.00	27.00
.08½	.04	Fano	7000	.05	.04½	.04	.04½
1.13	.67	Faraday	2950	.76	.75	.68	.68
.35	.03	Do warr.	17745	.03½	.04	.03	.03½
.19½	.13	Farw't M.	10060	.13	.13	.12	.12
2.13	.49	Fatimo	11800	.52	.52	.49	.49
.61	.01	Flin Flon	nil		B.00½	A.01	.01
.07½	.04	Fontana '45	2600	.04	.04	.04	.04
.50	.38	Forty-Four	nil		B.42		.38
.11½	.08	Francoeur	5000	.07	.06½	.06	.06
.09½	.06	Friday	nil		B.05	A.07	.07
2.74	1.80	Frobisher	14250	2.09	2.17	2.00	2.05
85.00	73.00	Do. 4% deb.	nil		B77.50	A82.00	80.00
.32	.05	Fundy Bay	37000	.08½	.09	.08	.08

G

36.50	35.50	Gaspe Cop.	nil		B36.00	A36.75	36.38
34.50	16.75	Geco	3165	17.50	17.75	16.75	16.87½
.20	.12	Genex	3500	.14	.13	.12½	.12½
1.55	1.00	Geo-Scient.	1100	1.00	1.00	1.00	1.00
.35	.09	Giant Mas.	27300	.23	.23	.20	.20
8.65	8.25	Giant Yk. .40	18537	7.00	8.95	7.80	8.40
.59	.28	Glacier	13600	.35	.35	.30	.30½
.14	.09	Glenn Ur.	5500	.09	.09	.09	.09
.22	.18	Goldale	2300	.19½	.19½	.19	.19
.40	.10	Gold Eagle	16300	.11	.12	.10	.10
.02	.00½	Gold Lake	nil		B.01¼	A.03	.01¼
.80	.48	Gold. Age	11000	.52	.57	.55	.56
.46½	.27½	Goldfields	14000	.31	.31	.30½	.30
9.00	7.00	Granby	nil				7.50
.38	.12	Grandroy	5675	.18	.17	.16	.16
2.25	1.31	Granduc	2300	1.30	1.30	1.25	1.30
.35	.18	Grandview	nil		R.15	A.20	.17
.61	.01	Great Falls	nil		B.01	A.07	.01
.20	.03½	Greyhawk	22200	.04	.04	.03½	.04
.31	.05½	Gui-Por Ur.	5000	.14½	.13	.10	.12
.15	.08	Gulch	9900	.08	.06½	.06	.06
.11	.07	Gulf Lead	18400	.07½	.08½	.07½	.07½
13.00	10.25	Gun'r G. 1.80	21302	12.62½	13.00	10.25	10.75
1.80	1.55	Do. warr.	29800	2.20	2.20	1.55	1.75
.10½	.05	Gwillim L.	9000	.06	.06	.05	.05½

H, I, J

.10	.04	Haitian	6500	.04	.04½	.04	.04½
2.70	2.00	Hallnor	nil		B2.30	A2.40	2.35
.14	.09	Hard Rock	19100	.11	.12	.11	.11
.35	.13	Harr. Min.	3350	.14	.15	.13	.13
.25	.18	Hasaga	500	.18	.18	.18	.18
.25½	.08½	H'd of Lakes	13000	.16	.16	.15	.15
.31	.31	Headway	7000	.31	.31	.31	.32
.11	.06	Heath	nil		B.06	A.06½	.06
.09	.02½	Heva	166650	.04½	.04½	.02½	.03½
1.95	1.40	High-Bell 1.05	700	1.55	1.80	1.50	1.50
		Hollinger					
35.50	30.50	.24+1.18	3966	31.87½	32.00	30.75	30.75
5.20	4.00	Hoyle	6130	4.85	5.00	4.70	4.80
64.00	51.00	Hud. Bay 2.00	4632	53.50	53.75	51.00	51.50
.20	.13½	Hugh-Pam	1900	.14	.13	.13	.13
.10	.02	Indian L.	103785	.05	.05	.02	.04
.70	.40	Inspiration	4700	.40	.42	.40	.40
.28	.09	Int. Ceramic	8000	.11	.10	.09	.09
101.00	83.00	Int. Nickel 2.80	5824	96.00	96.00	90.75	91.00
.61½	.11½	Int. Ranwick	21700	.12	.16	.13½	.13
4.35	1.90	Irish Cop.	24350	2.25	2.25	2.15	2.20
2.05	1.60	Iron Bay	23505	2.70	2.05	2.30	2.00
.87	.31	Iso Uran.	6800	.38	.38	.36	.38
.20	.10	Jack Waite	7500	.14	.16	.13	.14
3.15	1.45	Jacobus	26300	1.75	1.80	1.60	1.65
.84	.27	Jaye	9700	.32	.31	.30	.31
.21	.11	Jellicoe	13861	.11	.11½	.11	.11
.34	.11	Joburke	6000	.12	.12	.11½	.12
.45	.35½	Joliet Que.	9300	.29	.37½	.35½	.35½
.28½	.6	Jonsmith	17500	.18	.19	.17	.18½
.72	.48	R. J. Jowsey	4192	.48	.53	.48	.48

K, L

.14	.05½	Kenville	9500	.06	.06½	.05½	.06½
21.50	18.25	K.-Add. .80	10855	20.50	21.25	20.62½	20.75
4.10	2.35	Kilembe	3300	3.10	3.20	3.10	3.10
2.17	.68	Do. warr. C	1800	1.30	1.35	1.27	1.28
.86	.45	Kirk. Min.	11962	.46	.49	.45	.45
.15½	.09	Kirk. Town.	1500	10	.10	.09½	.09½
.10	.06	Kontiki Ld.	3000	.07	.06½	.06	.06
.02	.01½	Koot. Base	nil		B.01¼		.01½
31.25	25.50	Labrador 1.25	2190	27.00	27.50	26.75	26.75
1.47	.92	Lake Cinch	4000	1.01	1.00	.92	.92
1.50	.80	L. Dufault	2000	.94	.80	.80	.80
	11½	L. Lingman	3500	.08	.09	.08½	.08
.38	.22	L. Osu	1000	.25	.25	.25	.25
5.80	4.45	L. Shore	2391	5.00	5.00	4.80	4.90
.38	.26	L. Wasa	15150	.33	.33	.31	.33
6.00	3.50	La Luz	900	4.25	4.40	4.25	4.40
3.75	2.80	Lamaque .20	1400	2.85	2.90	2.80	2.80
.27	.25	Latin Am.	nil		B.31	A.35	.27
1.81	1.33	Leitch G. .06	2800	1.25	1.35	1.23	1.30
.17	.08	Lencourt	7500	.08½	.08½	.08	.08
.06½	.02½	Lexindin	33500	.04	.04½	.03½	.03½
.07	.04	Lingside	9800	.04½	.04½	.04	.04
.20	.08½	Lithium	nil		B.10	A.12½	.11
2.48	1.81	Little L.L.	2850	1.85	1.91	1.81	1.81
.48	.30	Lorado Ur.	7400	.21	.22	.20	.20
.23	.06	Do. warr.	1750	.08	.08	.06	.06
.13	.06	Louvicourt	9900	.07½	.07½	.06	.07
.40	.10	Lyndhurst	16500	.13½	.13	.11	.13
.19	.07	Lynx Yk.	45200	.11	.14	.10½	.12

M

3.10	2.66	Macassa .12	6263	2.96	3.05	2.95	3.00
.55	.25	MacDonald	16850	.32	.35	.32	.34
.16	.07½	Macfie	59500	.12	.12	.08½	.09
1.47	1.07	Macleod	6335	1.09	1.10	1.07	1.07
3.45	2.55	Madsen R.L.	4885	2.90	3.00	2.80	2.85
.18	.06	Magnet	48500	.11½	.13	.11	.13
.05	.03	Majortrans	9000	.04	.04	.03	.04
1.25	1.04	Malartic	11900	1.09	1.11	1.09	1.10
.11	.06	Maneast Ur.	2000	.06	.06½	.06½	.06½
1.40	.75	Manitou-B.	1880	.90	.84	.81	.84
.42½	.19	Maralgo	38800	.34	.25	.19	.22
.17	.08	Marcon	5250	.08	.08½	.08½	.08½
2.05	1.07	Maritimes	73675	1.28	1.40	1.21	1.27
.47	.25½	Martin McN.	36700	.40	.40	.34	.38
		Massberyle	nil			A.10	.19
.22	.08½	Matachewan	25500	.10	.11	.08½	.10
.28	.12	Maybrun	6950	17½	.16	.14½	.14½
		McIntyre					
95.00	81.50	2.00+11.00	1000	89.00	89.00	85.50	85.50
.48	.24	McK. R.L.	21700	.25½	.30	.24	.30
.12½	.08	McMarmac	9520	.09	.08½	.08	.08
.45	.25	McWatters	160600	.44	.45	.37	.42
.25	.12	Mentor Exp.	2000	.15	.15	.15	.15
1.90	.99	Merrill Is.	27715	1.20	1.30	1.15	1.16
.12½	.08	Meta Ur.	5300	.09	.09	.08½	.08½
.55	.33	Mid-Chib.	4600	.44	.42	.36	.37
1.00	.57	Midrim	1100	.60	.60	.59	.59
.33	.13	Midwest	76700	.23	.24	.22½	.23½
2.95	.96	Milliken L.	37843	1.05	1.19	.96	1.03
.09	.06	Mindamar	nil		B.07	A.08½	.07
16.37½	13.37½	Ming. Corp. 1.25	635	13.50	13.50	†13.00	†13.00
.37	.09	Min. Ore	10300	.10	.10	.10	.11
.21	.09	Mogador	nil		B.10	A.12	.09
1.72	.85	Molyb'nite	nil		B.90	A1.00	1.00
1.25	.72	Moneta	3030	.75	.76	.72	.72
.30	.13	Monpre	2000	.19	.23	.18	.18
1.24	.50	Montgary	27350	.55	.55	.50	.54
1.04	.47	Mt. Wt. Iron	15023	.50	.50	.50	.50
.68	.38	Multi-Min.	84000	.48	.48	.38	.46

N

.39	.13	Nama Cr.	98900	.17	.25	.19	.23
.14	.07½	Nat. Ex.	3000	.08	.09	.08½	.08½
.20	.08	Neslon	41725	.10	.10	.08	.08
.16	.12½	Nello Min.	2000	13½	.14½	.14½	.14½
.61	.43	Nesbitt L.	10700	.32	.32	.21	.22
.08	.03½	N. Ainsworth	3000	.04½	.04½	.04½	.04½
.65	.23	N. Alger	8200	.06½	.07	.06½	.07
.89	.30	N. Athona	14300	.36	.36	.33	.33
.11½	.05	New Bidlo	97350	.09	.09	.09½	.08
.43	.28	N. Calumet 1.03	8000	.36	.35	.31	.32
.08	.06	N. Cronin	nil		B.06		†.02½
.38	.20	N. Delhi	7700	.31	.22	.20	.20
		N. Dick'n					
2.80	2.25	.10+1.02½	24130	2.35	2.39	2.27	2.27
1.15	.74	N. Far North	nil			A.60	.74
.36½	.07	N. Formaque	5500	.18	.16	.15½	.15½
.11½	.06½	N. G'dvue	24500	.07	.08	.06½	.08
.07	.06	N. Hamil	1000	.06	.06	.06	.06
.15	.10	N. Har'na	5159	.11	.11½	.10	.11
1.53	.72	N. Hosco	23775	.77	.80	.73	.75
.10	.05½	N. Imperial	nil		B.07		.05
.05½	.04	N. Indian	2400	.08	.05	†.03	.08
.12	.05	N. Jack L.	10500	.06½	.06	.05½	.05½
.12	.07	N. Jason	7530	.07½	.08	.07½	.08
.27½	.06½	N. Kelore	89500	.17	.18	.14	.15½
.41	.18	Newlund	18730	.20	.21	.19	.20
.35	.30	N. Man	23400	.46	.47	.41	.45
2.71	1.18	N. M'l'que	288800	1.83	1.82	1.60	1.65
.09½	.05½	Newnorth	12500	.06	.06	.05½	.05½
1.34	.74	N. Pac. Coal	2500	.82	.81	.78	.78
.27	.16	N. Rouyn	31600	.17	.17	.15	.15
.09½	.05½	N. Santiago	17000	†.03	.06½	.06	.06
.10	.05½	N. Senator	2000	.05½	.06	.06½	.05½
.19	.13½	N. Taku	nil		B.13½	A.16	.14
.06½	.04	N. Vinray	300	.04	.04½	.04	.04
1.15	.46	N.W. Amulet	5900	.93	.91	.84	.88
1.18	.51	Nickel M&S	10052	.65	.67	.60	.63
1.20	.58	Nickel Rim	8800	.70	.65	.58	.58
2.65	1.50	Nipissing	1000	1.54	1.51	1.50	1.50
.06½	.05	Nisto	11800	.05½	.06	.05	.05
.30	.06	Nocano	2000	.12	.11	.11	.11
.20	.15	Nor Acme	3000	.17	.18	.17	.17
58.00	50.00	Noranda 2.00	5143	50.50	51.50	50.00	50.25
.13½	.06	Norgold	6000	.06	.06	.06	.06
.43	.25	Norlartic	8550	.26	.34	.26	.30
4.50	3.15	Normetal .15	5425

Ready Drive To New Zone At N. Rankin

North Rankin Nickel Mines continues the probe of its new west ore zone, picked up in surface drilling about 1,700 ft. west of the shaft.

In latest series of surface holes, one encountered 38.9 ft. of continuous mineralization. It averaged 2.28% nickel and 0.35% copper over first 10 ft., with average for entire intersection running 1.65% nickel and 0.46% copper.

A second hole returned 14.7 ft. of 2.08% nickel and 0.53% copper.

A third hole returned 12.8 ft. of 1.96% nickel and 0.44% copper.

Drilling continues, as preparations get under way for a drive to the new zone to permit underground exploration.

Shipments to **Sherritt Gordon Mines,** under the long term sales contract, total 12,000 tons of concentrate this year to date, a company official states.

TRANSISTOR RADIO

Zenith Radic Corp. of Canada has announced a new version of an all-transistor pocket portable radio. The 20½ oz. instrument is housed in an unbreakable nylon case. It has provision for plugging in an earphone attachment.

Brighter Metal Prices Fail to Pep Investors

By ALEX WILSON

Base metal prices, despite renewed vigor, have failed to spark investor interest.

This week base metal stocks slid to the lowest level in over a year, as measured by the Toronto Stock Exchange base metal index which sagged to 165.93 at mid-week.

Promising outlook for metal prices coupled with series of price increases in recent weeks has done nothing to help maintain stock prices.

Latest move was a 1½c lb. price jump to 31½c by two U. S. copper companies—one not strikebound and the other (Anaconda) bringing in foreign metal.

Previously, custom smelters had boosted their price 3c to 33c. Strikes in U. S. mines have closed off 75% of U. S. producing capacity.

These strikes started early in August, but until this week appeared to have little effect on copper prices.

Although a fair volume of sales is reported at the higher custom level, fabricators are making no rush to pay premium prices for copper just yet.

Biggest factor in the calm approach is heavy accumulation of copper in stockpile, built up prior to the strike. In the U. S. stockpiles soared to over 500,000 tons as fabricators scrambled to hedge against shortages and high prices.

(Many paid 34c a lb. early in the year when the first rush was at its peak.)

But as stockpiles are trimmed (estimated 50,000 tons were used in August — fabricators may be forced into the market. Large supplies of copper in Europe, counted on to help relieve mounting pressure, may be barred from the U.S. (Foreign output has been about 35,000 tons per month in excess of demand since the first year according to industry estimates.)

Foreign shipments would be difficult to arrange if a threatened strike on the docks of the Eastern and Gulf coasts develops at the end of September.

The shortage that would result could force quick price moves.

Even on a long range basis, labor is still the key factor in possible price moves.

In addition to current troubles in the U. S., talks are underway in Chile and Rhodesia. Strikes are not considered likely in Chile, but the big Rhodesian producers are faced with mounting threats. Negotiations have already been broken off over a 15% wage hike.

Although Rhodesian strikes won't develop quickly, they could follow on the heels of a protracted U. S. strike. Result would be continued shortage of copper supplies — and higher prices.

There is bullish sentiment for lead and zinc prices too.

Current indications in zinc circles point to likelihood of price increase when the steel strike is settled.

Demand has been strong in recent months, even in the early stages of the steel strike. It would be expected to increase sharply as requirements for galvanizing work picked up after strike settlement.

Latest move in zinc prices came last week when special high grade prices were boosted ¼c per lb. in the U. S. The move left prime western unchanged at 11½c a lb. in New York.

Canadian prices were boosted late in August. **Consolidated Mining & Smelting** raised the price ¼c per lb. to 11¾c despite the high premium on the Canadian dollar.

Demand for lead is also fairly strong.

The U. S. price rose to 13c a lb. (New York) as government and industry debated the merits of the import quota system now in effect.

To date the system has effectively insulated the lead industry from world price and supply situations. (Current market on London Metal Exchange hovers around 9c a lb.)

Within last month, Canadian lead price has been pushed higher in two successive ¼c per lb. moves. It now stands at 10¾c.

Fargo Boosts Oil, Gas Sales In First Half

Paced by better crude oil sales in first half of 1959, **Fargo Oils** pushed operating profits ahead 86%.

Before depreciation and depletion, operating profits reached $452,800 in latest period, ahead from $243,400 in corresponding period of 1958.

Oil sales jumped 179,476 bbl. to a total of 474,051 bbl., or an average of 2,590 b/d. Deliveries averaged 1,610 b/d in last year's first half.

Operating income rose to $561,900 from $456,900.

Drilling activity resulted in completion of 14 gross oil wells (7.5 net wells) and two gas wells (0.703 net wells). Four wells were dry.

Most of the new wells resulted from successful development drilling in the Pembina and Alida fields. In Pembina, Fargo now has interests in 44 gross (19.5 net) wells.

Gas sales have also started to rise.

In the first half, sales of 1,261 million cu. ft. of gas compare with 28 million in the same period last year. Interests in the Cantuar field in Saskatchewan are being unitized and Fargo is participating in construction of gas gathering system. Similar facilities are also under construction at Carnduff.

In exploration, Fargo continues to hold acreage in the northern portion of British Columbia. Several operators are active in the region near Fargo acreage, but no definite plans have been announced by Fargo or partners for exploration work.

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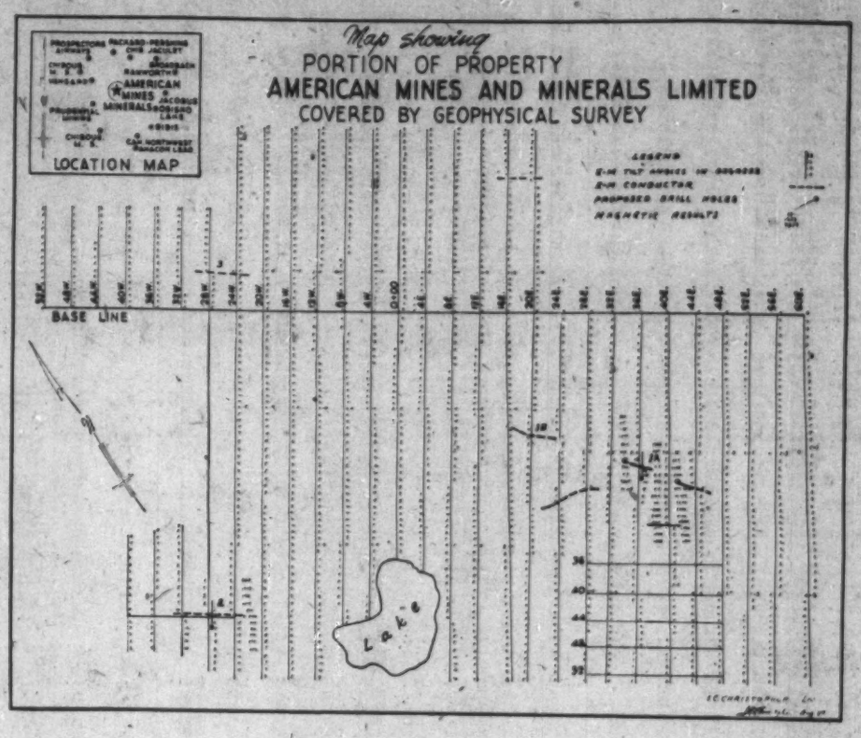

A program of diamond drilling has been recommended to test the geophysical anomalies. Drilling to start immediately.

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BANK ADVISORY COMMITTEE

J. R. HECHT A. P. GARDNER, C.A.

The appointment of John R. Hecht and A. P. Gardner, C.A., as additional members of its Vancouver Advisory Committee is announced by The Mercantile Bank of Canada.

Mr. Hecht is Honorary Consul General for Austria in B.C. and in the Yukon Territory. He is associated with a number of industrial and other enterprises and financial groups in B.C., Canada and Europe.

Mr. Gardner is senior partner of A. P. Gardner & Co., Chartered Accountants. He is President of West Coast Terminals in Kitimat, director of numerous B.C. companies and is well known in the motor freight field in B.C. and U.S.A.

Question:

When are my copper stocks going to recover?

Answer: Depends on the type of stock you're holding. The most important single consideration is the technical state of its market — what is the cost of the publicly held stock and when was the stock last distributed.

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Company Report

Oil

CANADIAN HOMESTEAD OILS had a net loss of $479,739 in year ended May 31, 1959 (loss of $743,992 in previous year).

Crude oil sales totaled 193,779 bbl. during the year, an increase of 33% over previous year. Gas sales also showed sharp rise, reaching 666 million cu. ft., 260% ahead of volume in year before. Main factors behind the increased sales were completion of pipeline facilities to new areas, coupled with successful development drilling, and acquisition of properties of **Canadian Admiral Oils.**

At yearend Homestead held interests in 119 producing oil wells and 30 gas wells. Interests were held in total of 4,556,908 gross acres, the equivalent of 674,977 net acres.

Petcal Co., management subsidiary of Homestead, recorded most active year to date and earned total of $111,331 in management fees. Drilling subsidiary, **Pennant Drilling Co.,** received $1,579,417 from contract drilling, a decrease of 14.5% from the preceding year.

CONSOL. INCOME ACCOUNT

Years Ended May 31:	1959	*1958
Net prod. rev.	$276,880	$209,466
Add: Misc. income	159,376	85,008
Drilling rev.	187,374	457,486
Less: Admin. & gen. exps.	461,252	397,017
Net earnings	172,378	354,943
Less: Devel. w/o	71,246	517,018
Deplet.	579,159	588,596
Deprec. & amort.		
Incorp. exp. w/o	....	2,720
Inc. taxes (subsid.)	....	†793
Add: Prof. sale f.a.	a1,712	17,618
Net loss & deficit	479,739	743,992

*Loss. †Credit. aIncludes earnings of Canadian Admiral Oils Co. from Dec. 2, 1957.

Shs. o/s at May 31:		
Common, 10c par	3,348,900	3,348,900

CONDENSED CONS. BALANCE SHEET

As at May 31:	1959	1958
Cash	$635,984	$52,854
Accts. rec., etc.	396,135	572,093
Drill. & oil. dep.	40,951	50,737
Inventories	85,630	91,525
Mkt. sec.*	24,061	18,625
Prepaid exps.	5,112	21,226
Total curr. assets	1,167,893	807,060
Invest. at cost	8,014	20,453
Incorp. exp.		315
Prop. & dev.†	2,411,338	2,572,054
Fixed assets	1,388,242	1,743,837
Total assets	4,975,477	5,143,974
Due bank	450,200	230,000
Accts., etc., pay.	216,931	377,484
Total curr. liabs.	667,131	607,484
Bank loan	384,000	
Notes pay.		132,205
Capital stock	334,690	334,690
Capital surplus	6,154,768	6,154,768
Less: Deficit	2,565,912	2,086,173
*Market value	49,516	34,795
†After deplet. of	607,968	470,246
‡After deprec. of	1,688,765	1,276,771
Working capital	500,762	199,576

ANNOUNCEMENT

SHERWIN-WILLIAMS NAMES E. C. BALDWIN GENERAL MANAGER

E. COLIN BALDWIN

Appointment of E. Colin Baldwin as vice-president and general manager of **The Sherwin-Williams Company,** Cleveland, Ohio, has been announced by Arthur Steudel, president of the international paint and chemical firm. In his new post, Mr. Baldwin will continue as president of **The Sherwin-Williams Company of Canada, Limited,** a post he has held since 1958. He will make his headquarters in the company's international head-office in Cleveland. A native of Amityville, N.Y., and a graduate of the Harvard School of Business Administration, Mr. Baldwin joined The Sherwin-Williams Company in Cleveland in 1934, serving successively in market research, sales promotion, advertising, branch operations and as general manager of the company's stocks and distribution department. In 1946 upon his return from military service, he was named assistant to the president. He left that post in 1956 to become executive vice-president of the Canadian company and later president. In announcing his appointment as general manager, a post that has been vacant for several years, Mr. Steudel pointed out that Mr. Baldwin will also direct all United States, Canadian and foreign sales for the company. He is a director of both The Sherwin-Williams Company in the United States and the Canadian company and a member of the executive committee of the Canadian Paint, Varnish and Lacquer Association.

Dunlop Canada Will Quit Latex Production Here

Dunlop Canada Ltd. will discontinue manufacture of latex foam at its Whitby, Ont., plant.

Important factor in the decision: Urgent need for expansion of company's tire manufacturing facilities at Whitby.

Another factor has been the expanding domestic production and sharpening competition in latex foam.

The decision will not interrupt supply of Pillofoam products as these will now be marketed through **Pillofoam Ltd.,** a separate company formed for this purpose.

The latex, however, will now be purchased through other suppliers.

ANNOUNCEMENT

ENCYCLOPAEDIA BRITANNICA ELECTION

KURT R. SWINTON

The election of Kurt R. Swinton as President of Encyclopaedia Britannica of Canada Ltd. has been announced by Harry E. Houghton, Chairman of the Board of Directors.

Mr. Swinton, who has been Vice-President and Managing Director of the Company, was previously General Manager of Thomas A. Edison Co. of Canada Ltd. He is Chairman of the National Committee of the Canadian Conference on Education, and President of the Toronto branch of the United Nations Association.

TWENTY NEW WELLS

REGINA — The week ending Aug. 28 saw 20 new oil wells completed as producers in Saskatchewan. This boosted to 3,999 the number of oil wells in the wheat province which are capable of production.

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ANNOUNCEMENT

APPOINTMENT

EUGENE BOUDREAULT

J. W. Moreland, President of J. W. Moreland & Co. Ltd., Independent Consulting Actuaries specializing in Employee Welfare and Pension Plans, announces the appointment of Eugène Boudreault, an Associate of the Society of Actuaries, as Assistant Actuary of the Company. Mr. Boudreault obtained his B.A. from Laval University and his M.A. from the University of Manitoba. Prior to joining J. W. Moreland & Co. Ltd., he was for five years associated with the life insurance industry in Canada.

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Taking Stock

What's going on in the mining and oil markets — the facts and rumors.

BY FRANK KAPLAN

A steady erosion of prices continues to push mining issues back into new low ground for the year. The decline follows the general drop on Wall Street that has spilled over into Canadian industrial issues.

So far, selling isn't overly brisk. Some of the severest declines occur in more speculative issues which have had extended advances earlier in the year. These have tended to sag in rotation as short sellers swing through the more volatile stocks.

Shares of leading producers drop despite many signs of improvement in metal markets. Nickel demand is strong, U. S. copper strikes improve outlook for Canadian mines, lead and zinc prices firm. Uranium continues under a cloud.

Here's how some mining industry leaders have been trading.

	Latest Price	End July	Change Since July	Year Ago	Change In Year
	$	$	%	$	%
Cons. Smelters	19	20¼	—6	20½	—7
Hudson Bay	51	52½	—3	50¼	+2
Intl. Nickel	90½	99½	—8	80⅛	+13
Falconbridge	26	30	—13	24	+8
Noranda	49¼	53	—7	45¼	+9
Ventures	24⅝	26	—5	28⅛	—12
Gunnor	9.95	13⅞	—28	18	—45

With mid-week meetings slated to consider consolidation of a group of penny issues into one company—**Hydra Explorations**—(**FP**, Sept. 5), there were some sounds of protest reflected in further price declines. In at least one case, legal advice was being sought in an attempt to block the mergers. Should the two days of meetings approve the proposals, application would be made for approval of the Toronto Stock Exchange.

Here's what happened to the listed companies involved: **Aubelle** from 5¢ down to 3½¢; **Aumaque** from 11¢ down to 6½¢; **Avillabona** from 5¢ to 2½¢; **Bonville** from 5½ to 3¢; **Brunhurst** from 6½¢ to 3¢; **Brunsman** from 5½¢ to 2½¢; **Colomac** from 6¢ to 2½¢; **Heva** from 5¢ to 3¢; **Indian Lake** from 6¢ to 3½¢ and **Parbec** from 5¢ to 3¢.

* * *

Bucking the general mining market decline is **Orchan** which trades heavily as it firms to 99¢ from a recent 85¢ low. Rumor mills grind about more drill results from its Mattagami area property. Assays from latest two holes should be available soon, say company officials. **Nama Creek** climbs to 23¢ from 17¢ with interest reviving in its Manitouwadge area property.

Iron Bay rebounds, hitting $3.05 before settling to $2.90, ahead from around $2.30. The off-again-on-again negotiations for possible go-ahead on its iron deposit in northwestern Ontario are reported as "active".

Meanwhile, iron producers are unsettled as the steel strike continues to stretch out in the U. S. **Hollinger** at $30, comes off from $32½ and **Steep Rock** at $11⅝ is down from $12½.

* * *

Uranium shares are battered by a general unloading of stock, sparked largely by a government economist's report reiterating the gloomy outlook for uranium markets in the immediate post-contract period. This report estimates that demand won't catch supply until the end of 1968. Contracts end in 1962-63 with the U. S. holding options on production to 1966.

Algom Uranium sags to $13 from a recent $16; **Consolidated Denison** slumps to $11⅝ from $14. These are typical of the extent of the liquidation, emphasized by selling by U. S. shareholders as Wall Street prices plunge. **Milliken Lake** at $1.05 is down from a recent $1.30, **Stanleigh** at 53¢ compares with 64¢, **Faraday** at 70¢ is off from 75¢.

* * *

ON THE OIL AND GAS FRONT—prices were battered further into the lowest price ground in four years. As measured by the Toronto Stock Exchange western oil index, prices now are off almost 30% from the year's high. However, downward pressure doesn't appear heavy in outside issues which have a large U. S. following. It's largely a case of no buyers rather than more sellers, say traders.

Here is how some oil and gas leaders dropped. **Bailey Selburn A** sagged to $7.10 from a recent $8.25 price; **Home Oil** at $14 compares with $16¾; **Pacific Petroleum** at $12½ is down from $14⅜. **Central Del Rio** drops to $6.10 from around $6.80.

Company Report

Mining

CHROMIUM MINING & SMELTING had a net profit of $539,706 in year ended April 30, 1959 ($89,283 in preceding year).

During the fiscal year steel production in the U. S. nearly doubled resulting in higher demand for company's ferroalloy products, states N. A. Timmins, president. Current steel strike is expected to affect earnings this year. The report also notes that unknown portion of recent strong demand resulted from inventory accumulations prior to the strike.

Company is continuing project designed to make it a fully integrated producer of standard ferroalloy products in addition to its exothermic materials. Installation of open arc furnace facilities at the Memphis plant is underway at cost of $1.3 million. The plant will produce full range of standard grade of high carbon ferrochrome.

CONSOLIDATED INCOME ACCOUNT Years Ended Apr. 30:	1959	1958
Oper. profit	$2,100,734	$1,630,555
Less: Interest & bank charges	332,075	381,842
Net oper. profit	1,768,659	1,248,713
Less: Deprec.	613,561	633,770
Pat. rts. & dev. exps. w/o	127,946	33,853
Emp. sav. & pen. fund	196,800	224,922
Bond & note int.	139,600	139,600
Can. & U. S. taxes	†151,046	107,285
Net profit	539,706	89,283
†After credit of $170,000, resulting from application of prior losses.		
Earned per Share	$0.47	$0.08
Shares o/s at Apr. 30: Common, n.p.v.	1,146,850	1,146,850

CONDENSED CONS. BALANCE SHEET As at Apr. 30:	1959	1958
Cash	$53,451	$78,501
Accts. rec.	2,580,618	847,930
Stores & supplies	2,960,088	4,474,729
Prod. in proc.	5,141,519	5,333,597
Prep. exp. & def. chgs.	143,656	76,836
Total curr. assets	10,879,332	11,011,593
Mine: Cls. dev., bldgs.	1,090,208	1,103,735
Smelter: Plant, equip., etc.†	3,615,273	3,943,841
Research, pat., etc.*	395,516	528,850
Total assets	15,980,329	16,588,019
Due bank	4,468,227	6,311,343
Accts., etc., pay.	2,678,603	2,957,922
Income taxes pay.	186,615	246,574
Total curr. liabs.	8,333,445	9,515,841
Def. inc. taxes	110,000	75,000
Note payable	2,400,000	2,400,000
Funded debt	392,000	392,000
Capital stock	5,001,000	5,001,000
Deficit	256,116	795,822
†After deprec. of	5,070,718	5,434,566
*Less amount written off.		
Working capital	2,545,887	1,495,752

Pitchvein Plans To Drill Gold

With underground clean-up well under way, **Pitchvein Mines** is planning drilling to back up results of recent work.

Pitchvein has been re-examining a gold prospect in Melba Township in the Kirkland Lake area. The property has been idle since 1938.

Dewatering and re-sampling on the 225-ft. level is nearly completed. Early results confirm assays of previous work, company official reports. Current assays range from $6.62 to $24.14 per ton in total of three zones.

On surface, stripping has been completed and the vein has been traced for 800 ft. Sampling is under way.

ANNOUNCEMENT

WESTERN CANADA STEEL LIMITED

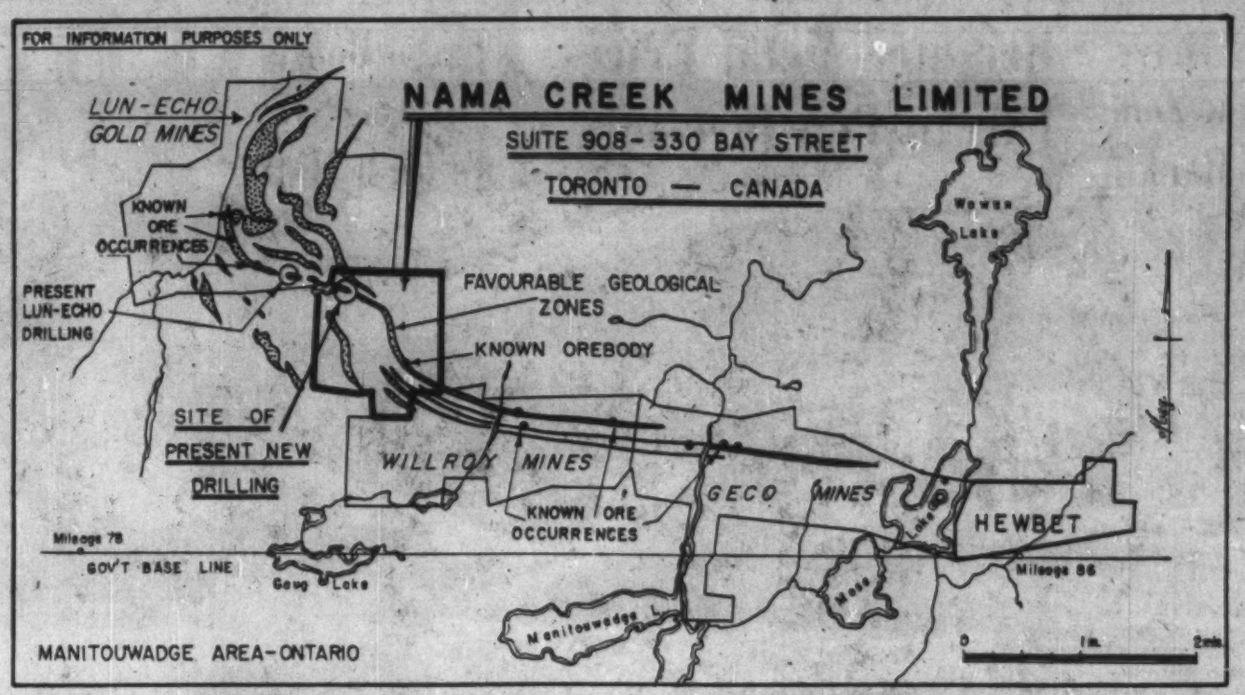
MR. GERALD H. D. HOBBS

MR. WILLIAM M. KEENLYSIDE

The Board of Directors of Western Canada Steel Limited announces the following executive appointments, effective 1st September, 1959.

Mr. Gerald H. D. Hobbs of Vancouver becomes President of the company. Presently General Manager of Western Canada Steel Limited, Mr. Hobbs has been an active executive of Western Canada Steel Limited and its associated companies since his return from wartime service overseas.

Mr. William M. Keenlyside of Vancouver, is appointed Vice-President of Western Canada Steel Limited and its associated companies. Mr. Keenlyside, who has served as Secretary-Treasurer of the Company since 1954 has been active in an executive capacity with the company and its associated companies since their formation in 1947.



Kroy Oils Drills Successful Wells

Here are first successful results of **Kroy Oils Ltd.'s** current round of development wells in Alberta, Saskatchewan and Oklahoma, U. S.:

Drilling in the Keystone, Alta., area, Kroy has successfully completed a Cardium oil well with an initial potential of 252 bbl. of oil daily.

Drilling in the Carnduff field, Sask., company has completed a Midale test with an initial potential of 168 b/d. A second well is to be spudded in the immediate future.

Company has acquired some 800 acres in the Keystone area and 1,280 acres in various parts of the Carnduff field.

Drilling in Oklahoma, company has completed a dual zone producer from the first and second Tuley Sands of the Hoxbar formation. To date only the first Tuley sand has been tested with an initial potential of 240 b/d.

Worth Noting

Financing agreements and changes in financing deals, major changes in capital, filing statements are listed as reported by the Toronto and Montreal exchanges, Ontario Securities Commission.

AGNICO MINES, received payment covering option installment of 100,000 shares, at 60c a share; three-month extension granted on balance of options.

ANSIL MINES, option installment of 200,000 shares at 30c a share not exercised and agreement terminated.

ATLANTIC COAST COPPER CORP., received payment covering option installment of 200,000 shares at 70c a share.

CADAMET MINES, three-month extension granted on all option installments.

CANADIAN NORTHWEST MINES & OILS, sold on open market 100,000 shares of **Bateman Bay Mining** for consideration of $31,198.

GULL LAKE IRON MINES, prospectus filed with OSC in respect of underwriting of 200,000 shares at 10c a share with option granted on further 200,000 shares at 10c to 17½c a share over 18-month period.

H. G. YOUNG MINES, received payment covering option installment of 250,000 shares at 80c a share.

JACOBUS MINING CORP., TSE filing statement in respect of underwriting of 100,000 shares at $1.30 a share.

LAKE-OSU MINES, received payment covering option installment of 200,000 shares at 25c a share.

QUEENSTON GOLD MINES, three-month extension granted on all option installments.

ROCKWIN MINES, total of 30,837 shares released from escrow, leaving balance of 668,000 shares still in escrow.

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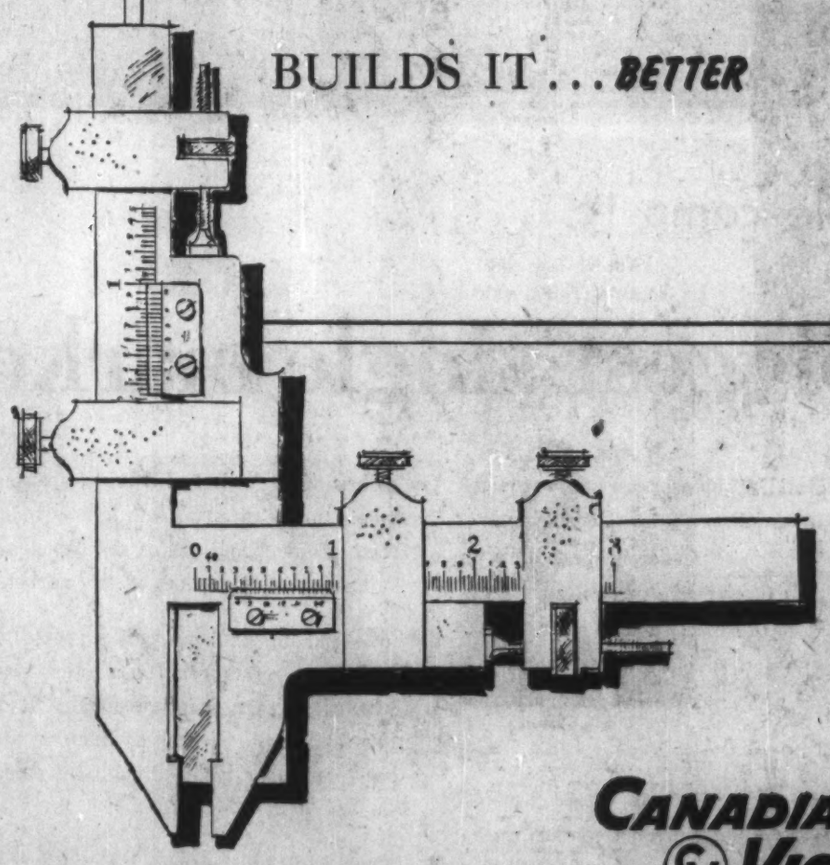

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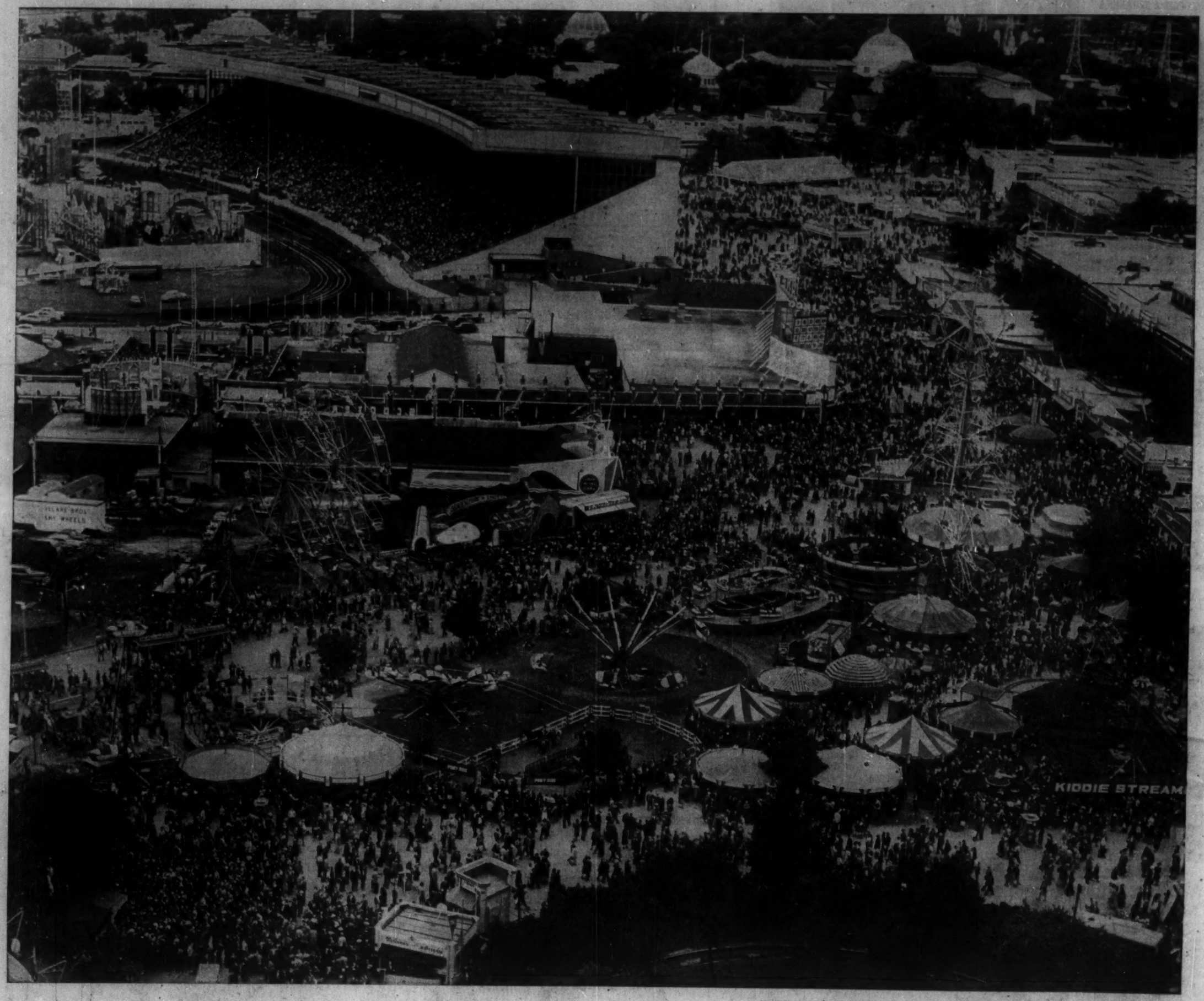

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In this way Weekend Magazine provides the complete link in the chain of distribution — from maker to merchant, from merchant to consumer.

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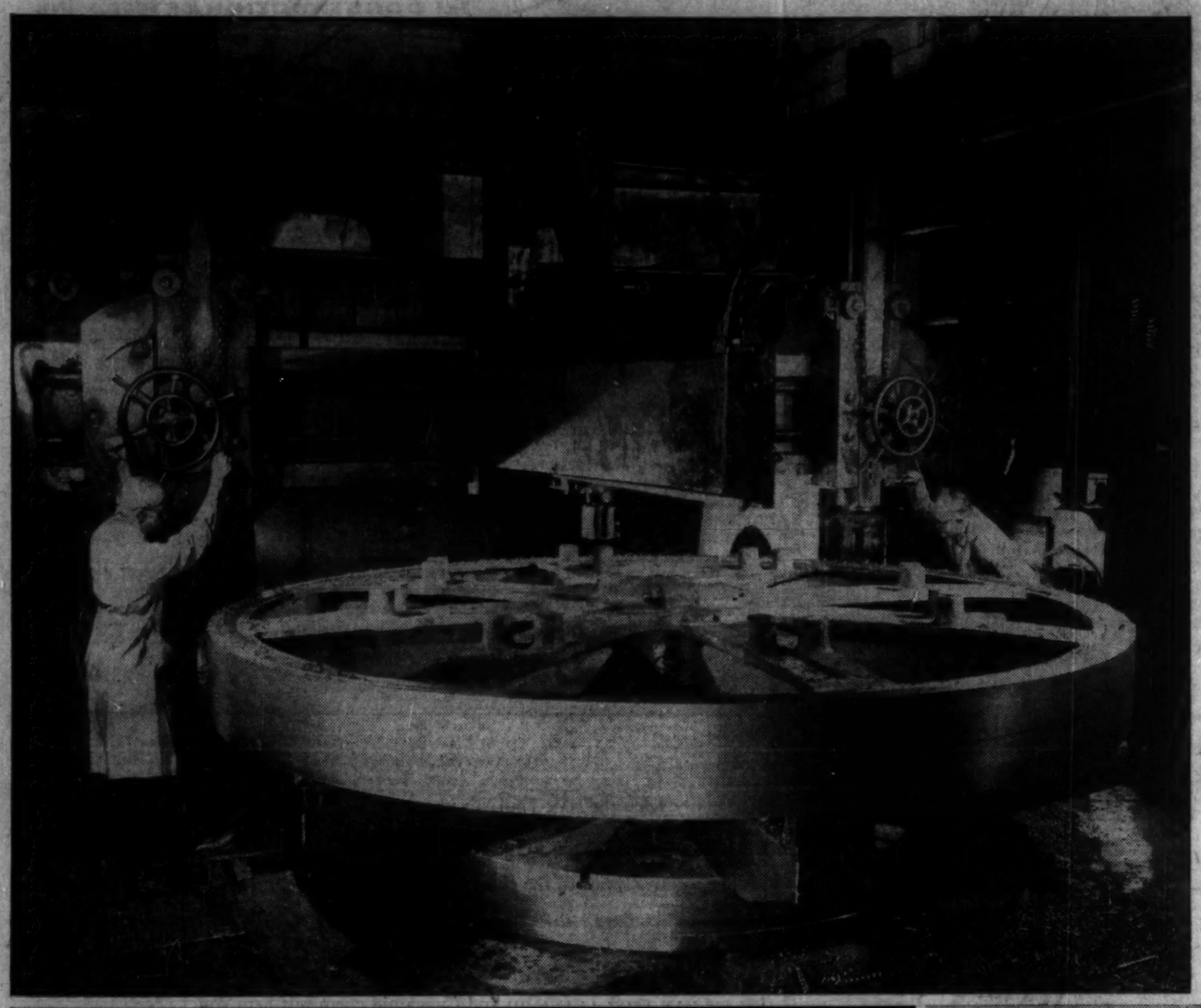
Weekend MAGAZINE / AND ITS FRENCH LANGUAGE EDITION **Perspectives**

The Financial Post

Vol. LIII | Member of Audit Bureau of Circulations | Publication Office: Toronto, September 12, 1959 | Twenty-five Cents an issue, Eight Dollars a Year | No. 37



ONTARIO

a feature report

Ontario's far-ranging growth is pointing the way to a new period of rapid development.

Watch these signposts:

Energy: Expansion of traditional sources. A drive for economic nuclear power to add to hydro, natural gas, coal and oil.

Transportation: Vast new highway networks, the long-range potential of the St. Lawrence Seaway.

Natural Resources: Minerals, forest wealth, agriculture, They are basic ingredients for a march forward.

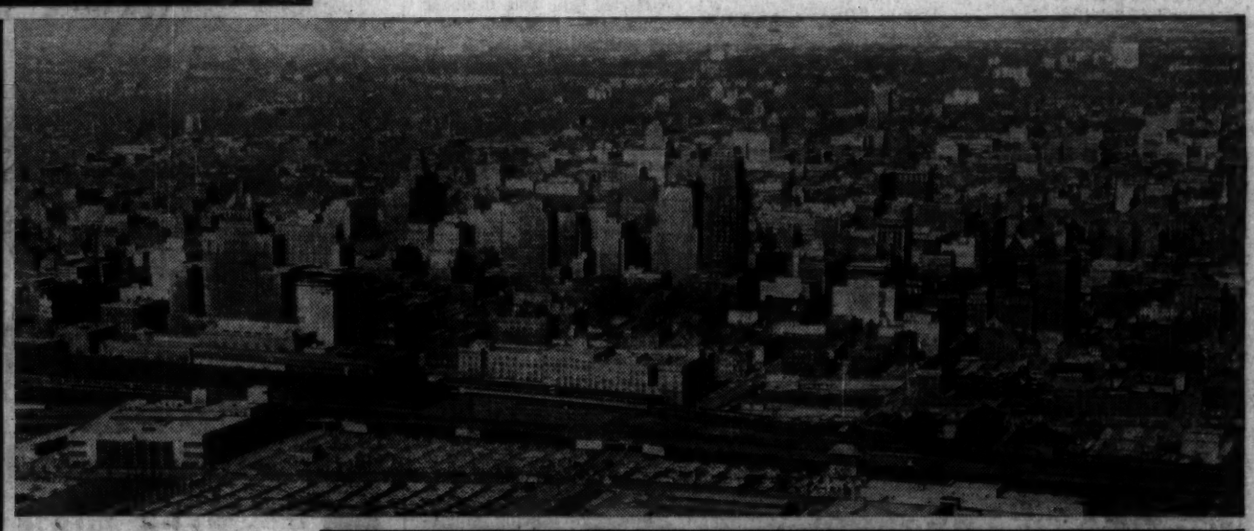
The Market: 5.9 million people, one third of Canadian total, pushing to a forecast 9 million plus in next two decades.

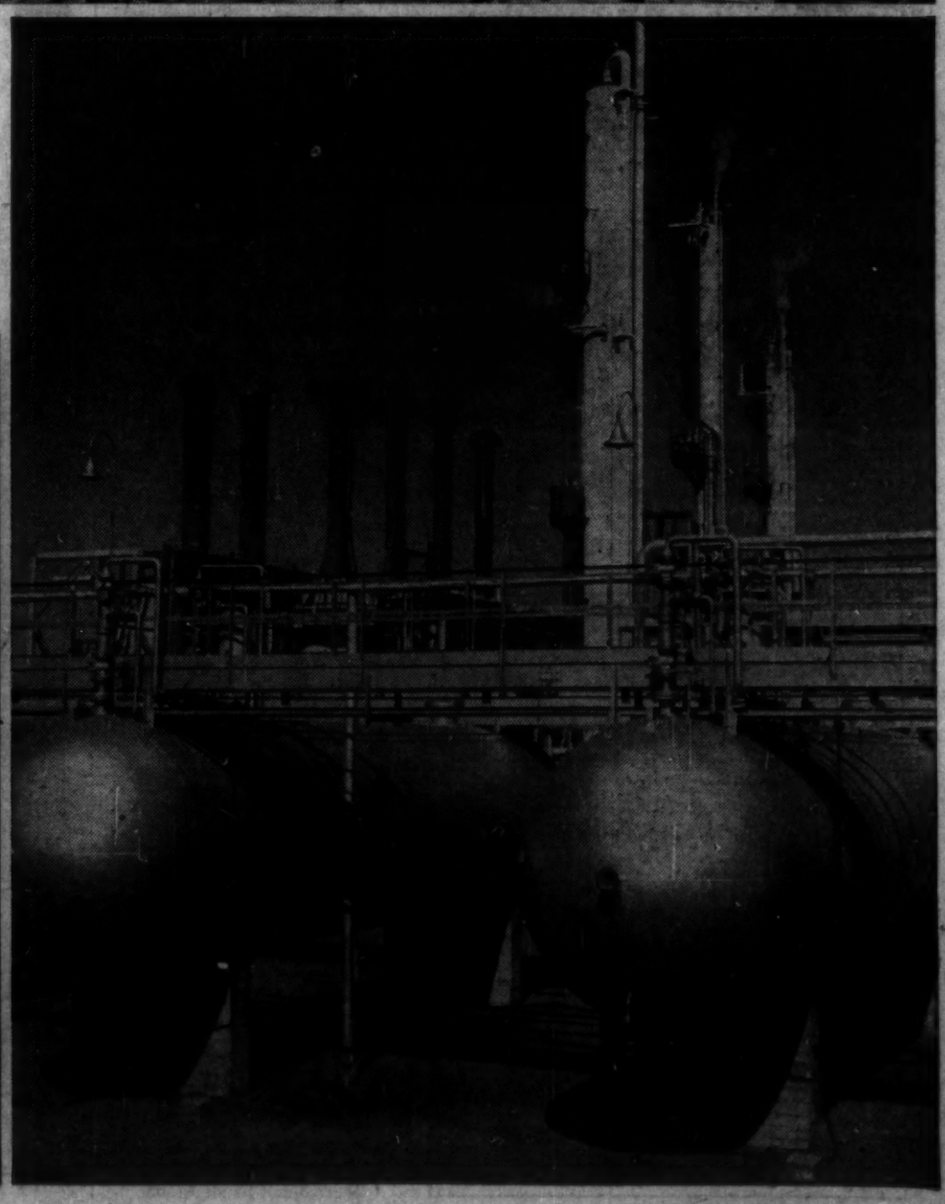
The base from which Ontario will shoot for her next round of progress is this:

Manufacturing output of $11,000 million from over 13,000 establishments, up 190% in 12 years.

Investment of $25,000 million since 1946 in plant, machinery and equipment, entry of 1,300 new manufacturing industries, new investment by manufacturing of over $5,000 million.

This is the multi-phase economy that will help pace Canada's forward development.





20-Year Roads Plan Provide Vital Links

Highways are the vital links needed to link the vast regions of Ontario.

But are Ontario's highways, roads and streets adequate for today's traffic? What are the needs?

These are the questions which an engineering study conducted by the Ontario Department of Highways has attempted to answer.

Ontario has 83,800 miles of streets, township and country roads, secondary highways, and King's highways. This extensive mileage is built and maintained by many jurisdictions, yet it is actually a single system, an interconnected network.

New facilities and maintenance in 1957 called for an expenditure of around $276 million and employment of around 20,000 people.

The engineering study now completed and recently published by the provincial government took two years to complete.

It will help highway planners systematically make long range plans for the highway network of future years.

Here are some of the highlights of the report:

Province's population today is abut 50% more and the number of motor vehicles and total highway travel is around three times larger than 20 years ago.

The pattern will continue. In the next two decades, Ontario's population is expected to rise to 8.8 million and motor vehicles to 4.3 million.

The outcome will be an almost incredible 40 billion mi. of travel per year—2½ times that of today.

Covering the needs existing now, plus those to occur in the next 20 years, the study estimates the grand total cost at around $7.2 billion.

Ontario's network of highways and streets falls into four jurisdictional groups: urban centres, counties, townships and the province.

Urban streets carry 40% of all traffic within the province yet those streets constitute only 12% of the total mileage.

Needs were studied on 9,823 mi. of streets in 345 urban centres which have primary jurisdiction over the streets, including routes connecting with the King's Highways.

Capital construction needed totals $2.2 billion over the next 20 years.

• Nearly two-thirds of the cost is for high-volume arteries — the King's Highway urban extensions, expressways and arterial streets.

Expressways projected for Metro Toronto, Hamilton, Ottawa and London total 96 miles and cost will be around $500 million.

Of the total capital costs, $556 million is needed for improvements now. An almost equal amount will be required in the next 10 years to keep abreast of needs.

Local streets also pose the double problem of catching up with postponed work and of meeting on-coming needs.

More than a fourth are unpaved and less than half are of high type surface.

Maintenance and administration costs for all urban streets for the 20 years amount to $585 million, making the total street cost $2.8 billion.

• County roads: Under the jurisdiction of 37 counties, serve as the main arterials within the counties, along with the King's Highways. Averaging about 500 vehicles per day, the 9,200 mi. of county roads handle about 11% of all traffic.

Capital investment needed on county roads during the next 20 years totals $456 million.

Backlog of work needed now is estimated at $95 million. Some 1,500 mi. of road are deficient now and a third of the bridges need replacement.

Within 20 years, as roads wear out and new needs occur, nearly all the county roads and two-thirds of the bridges should be improved or replaced. By 1977, the present 4,919 mi. of pavement should be increased to 8,816 mi.

To the capital investment cost must be added $275 million for maintenance and administration, making the 20-year total $732 million.

• Township roads: While averaging only around 50 vehicles a day, mileage is so great that they carry around one billion vehicle miles of travel yearly.

These roads are vital to the widely dispersed population they serve, and to others for access to recreation areas and movement of farm produce, lumber and other products.

Local roads are under the jurisdiction of 573 townships, and in some cases, statute labor boards and improvement districts. They total 54,300 mi., 63% of all roads and streets, plus a small mileage included in urban street studies. Needs are are simple but altogether are substantial.

General deficiencies: Inadequate road surfaces, uncorrected soil and drainage conditions and narrow bridges and culverts.

Capital construction costs for the next 20 years are estimated at $703 million and maintenance and administration at $451 million, making a total of $1.15 billion.

• Provincial King's Highways: These major rural routes carry about the same amount of traffic as urban streets. The limited mileage of 9,000, about 11% of all roads and streets, connects with all other systems and transports nearly all through traffic and heavy trucks.

The 2,400 mi. of secondary highways are administered by Department of Highways because they serve areas, mostly in the north, which do not have county road systems.

Construction on King's Highways and secondaries is estimated at $1.5 billion for the 20 years. Maintenance and administration would require $916 million, bringing the total cost to around $2.4 billion for these rural routes.

Besides two-lane roads, proposed work includes bringing the present 394 mi. of multi-lane highways up to 1,730 mi. Of these, some 1,300 mi. would be controlled-access freeways.

Backlog construction needed now totals $476 million on some 2,600 mi. of King's Highways and 2,000 mi. of secondary highways.

In setting up programs, planners have these big factors to consider:

- **Magnitude of the total backlog.**
- **The large volume of needs to occur within the next decade.**
- **Size of urban needs,** particularly urgent on King's Highways extensions and on expressways.

Cost Over 20 Years

URBAN STREETS

20-YEAR CAPITAL CONSTRUCTION COSTS
(in thousands of dollars)

Population Group	No of Municipalities	Major Streets: Roadway	Major Streets: Structures	Major Streets: Sub Total	Local Streets	Total	Cost/ Capita ($)
Metropolitan Toronto	13	$532,258	$205,039	$ 737,297	$253,817	$ 991,114	730
Over 100,000	4	145,245	94,085	239,330	148,195	387,525	570
25-100,000	15	125,506	32,696	158,202	169,857	328,059	510
10-25,000	24	56,285	20,559	76,844	60,748	137,592	350
5-10,000	34	54,960	18,636	73,596	49,466	123,062	500
Under 5,000	255	49,385	12,780	62,165	72,580	134,745	300
Total	345	$963,639	$383,795	$1,347,434	$754,663	$2,102,097	560

COUNTY ROADS

20-YEAR CAPITAL CONSTRUCTION COSTS
(in thousands of dollars)

County		County	
Brant	$ 4,561	Norfolk	$10,624
Bruce	9,134	Northumberland & Durham	8,657
Carleton	7,437	Ontario	12,708
Dufferin	4,279	Oxford	9,973
Elgin	11,821	Peel	8,875
Essex	17,169	Perth	5,164
Frontenac	6,402	Peterborough	5,979
Grey	8,701	Prescott & Russell	9,200
Haldimand	3,471	Prince Edward	3,909
Halton	9,600	Renfrew	5,241
Hastings	9,563	Simcoe	9,167
Huron	15,911	Stormont, Dundas & Glengarry	12,422
Kent	16,318	Victoria	7,436
Lambton	8,978	Waterloo	5,646
Lanark	8,531	Welland	9,586
Leeds & Grenville	11,542	Wellington	14,539
Lennox & Addington	4,893	Wentworth	16,863
Lincoln	8,952	York	13,290
Middlesex	22,273	Total	$358,815

Source: Ontario Dept. of Highways.

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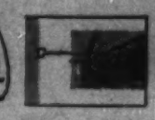

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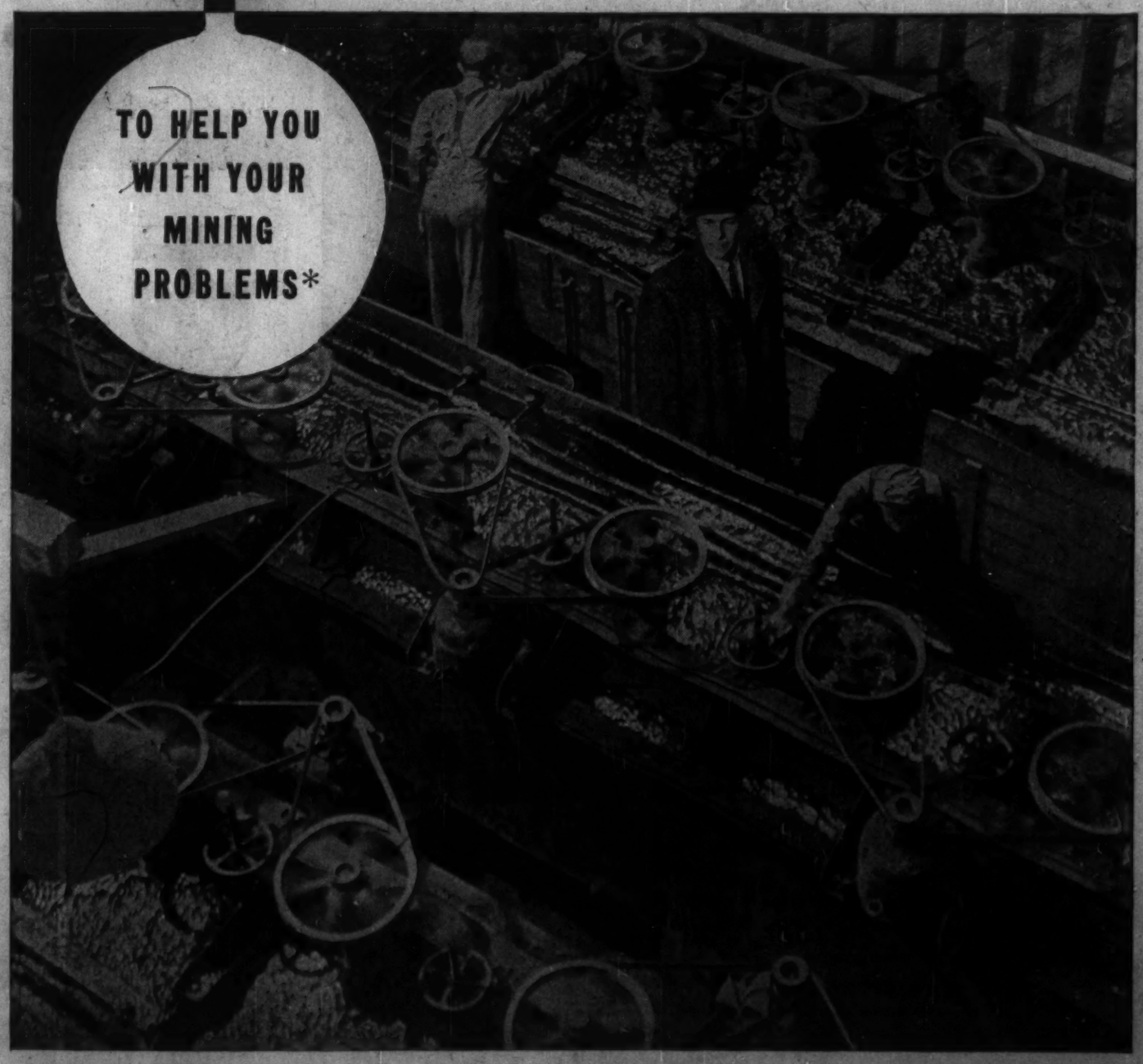

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Railiners Pay Off For CNR

A scheme by the Canadian National to attract travelers back to the rail in parts of Ontario seems to be paying off double.

Since introducing single-unit self-propelled Railiners, and fast schedules through Wellington, Bruce, Grey and Perth counties, the company has had to add extra units to cater to an increasing demand.

The CNR introduced the new service in June after the competition of improved highways reduced passenger carryings to a trickle on the once-busy branch lines to Goderich, Kincardine, Southampton and Owen Sound.

The Railiners, carrying from 50 to 90 passengers, are still something of an experiment.

But there is no doubt that their fast speeds and connections with daily return trains between Stratford and Toronto are proving attractive to residents in the area.

At first, two Railiners were used, zigzagging back and forth across the counties in order to reach each station at least twice a day.

Not many weeks had passed before the demands of businessmen and housewives bent on city shopping had the railway operating extra units in tandem.

Advantages of the Railiners to the CNR are reductions in crews, operating costs and running times in comparison with conventional trains.

Each of the $330,000 units handles express as well as passengers.

The self-propelled railiner, or RDC (Rail Diesel Car) is built by the **Budd Co.** of Philadelphia and has proved to be a most versatile, economical and dependable piece of passenger equipment.

More than 360 of these cars are now operating on railroads throughout Canada and the U. S., as well as in many other countries including Australia, Brazil, Cuba, Mexico and Saudi Arabia.

Ontario's Economy Surges Ahead

Industrial output up, exports ahead, more employment . . .

By RAY MAGLADRY

The Ontario economy is hitting the high road again.

Uptrending manufacturing output, higher employment, brisk capital investment tell the story.

The recession - pause is over.

Since a year ago

- **Industrial output** has risen perhaps 10%.
- **Exports bumping ahead** of 1958 levels as the U. S. recovers from the 1957-58 slump.
- **Labor force in Ontario up from 2.2 million to 2.3 million** in 12-month period to last June, while at same time, job-seekers dropped from 4.1% to 2.6% of total labor force.
- **Higher capital expenditures this year for machinery and equipment,** but total dragged down slightly by a slower construction rate.

Despite the dollar decline, evidence points to more new industries for Ontario this year over last.

And there may be greater expansion of resident industry within the province.

However, there have been slow spots in the Ontario picture, as in other areas of North America.

The burst forward out of recession has not been equally rapid in every economic sector.

Build-up of inventory by manufacturers has occurred this year, but not at the brisk rate forecasted earlier. In fact at recent date, the inventory figure was below the average monthly inventory-owned figures of 1957.

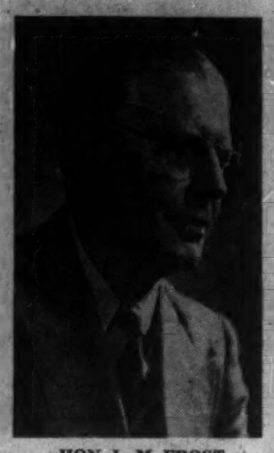
And inventory-owned figures in recent months have remained fairly static.

More serious, economists believe, is the unfilled orders field.

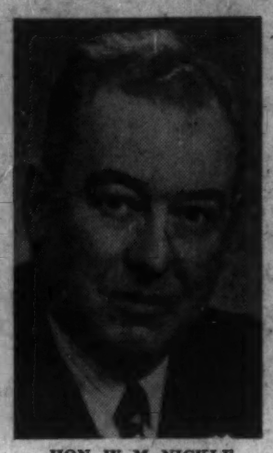
Manufacturers' backlog of orders simply has not built up steadily this year despite optimistic forecasts.

In Canada and Ontario, the signs indicate that production is rising faster than employment. Labor force is growing much slower than in recent years, but youth now maturing will add substantially to the labor pool in the next decade.

A. V. CRATE
Ontario's Director of Trade and Industry Branch



HON. L. M. FROST
Prime Minister of Ontario



HON. W. M. NICKLE
Ontario's Minister of Planning and Development

Outlook for immediate future is bolstered by the continuing strong demand for consumer durable goods. This is expected to maintain production.

Full impact of overseas demand for Canadian products and recovery in U. S. may be felt strongly in months ahead, economists feel.

What about capital investment

The prospect is for such expenditures to top $3,000 million slightly this year.

That would be down from $3,200 million last year.

Government and government-sparked spending has helped to maintain outlays, despite some weak spots in other sectors.

Manufacturing, for example, was down to $465 million, about 7% less than 1958 and 31% less than 1957.

Here's the over-all picture of Ontario's economy, against backdrop of the country:

The province produces 50% of all manufactured goods made in Canada.

There are over 13,000 manufacturing establishments within Ontario, roughly 35% of the Canadian total.

Over 47% of the manufacturing labor force, some 37% of Canada's total labor force work in the province.

Last year, output was around $11,000 million worth of manufactured products. It was more than the total for all Canada in 1947.

Since 1946, value of manufacturing has bumped from $3,700 million, a whopping 190% increase in 12 years.

Since the same year, about $25,000 million have been invested in Ontario in form of plant, new machinery and equipment. In same period, manufacturing industry in Ontario has made new investments in construction, machinery and equipment of over $5,000 million.

Over 1,300 new, major manufacturing industries have been located within Ontario and more than 4,000 expansions have been carried out.

These figures indicate the strong measure of confidence by industry in the province.

Population is rising too. There were 5.9 million people in the province in 1958, one-third of the Canadian total.

The figure is expected to rise to nine million by 1976.

Mining output, a big item in Ontario's product, rose from $739 million in 1957 to $799 million last year. Production value was $250 million back in 1947.

Uranium output from two fields, Bancroft and Algoma-Blind River, has bolstered the mining product at a time when metals such as nickel, copper, other base metals were feeling severe impact of lesser world demand.

Now, there has been an improvement in outlook for most sectors of mining, including gold.

The gold mines, most of which draw down federal cost-aid to permit them to battle their fixed price problem, have been given a two-year lease on life.

Cost-aid payments early this year were extended to 1960 and rates boosted 25%. In addition, two-year labor agreements have been signed by many mines, adding to the stable outlook.

Agricultural implements, chemicals, electrical equipment, motor vehicles and parts, cement, iron and steel, rubber, pulp and paper are major Ontario industries.

Over 90% of farm implements made in Canada originate in the province.

Motor vehicle shipments rose to $830 million last year, up from $480 million in 1949, or 73%. Auto industry in 1959 is enjoying a better year.

Last year it produced about 340,000 vehicles, about 99% of Canadian total.

Motor vehicle parts and accessories shipments totaled $275 million in the year, a major contribution to the total automotive picture.

About half the chemicals worker force is in Ontario—27,800 last year. Value of chemical production reached $761 million, 59% of Canada's total and up 280% since 1946.

Electrical equipment manufacture is another giant among the province's industrial complex.

Output last year was $763 million, up from $500 million 10 years previous. The volume is 70% of country's output.

Ten years ago, Ontario produced 3.5 million bbl. of dry cement. Output soared to 13 million bbl. rate in 1958.

Another big gainer in last decade, primary iron and steel shipments have climbed by 118% from the 1948 rate of $214 million.

Rubber makers have increased the value of their product to around $266 million from a $131 million level 10 years ago.

Paper and paperboard products were valued at $326 million in 1958, up from $58 million 10 years before. Overall forestry output has risen 55%.

Ontario, which has attracted a large share of immigrants and whose population has climbed 36% in a decade, supports a big housing industry.

There were 628,000 dwelling units built in Canada in last five years, out of which 247,000 went up in Ontario. Last year, 40% of all housing units built in the country were put up by builders in Ontairo.

A strong section of the Ontario economy is agriculture.

Cash income last year was $873.2 million, up from $791.4 million the previous year.

The 1958 farm income was a record.

Gross value of farm production in the year was around $1,190 million, or not far off the 1951 record year.

The big factor in agricultural growth has been the swing to newer scientific methods, including mechanical and automated equipment.

Also tending to boost output is the improvement in farm management technique all around.

Soil and other research and development work has aided Ontario farmers in bettering yields from several cereal grains, particularly. That reduces dependence for feed grains on outside sources, such as western Canada.

Harvest of leading feed grains last year, for example, was up by some 36 million bu.

Program by province to assist farmers and farming continues on a higher scale this year.

Spending is estimated at $19.2 million this fiscal year,

(Continued on page 56)

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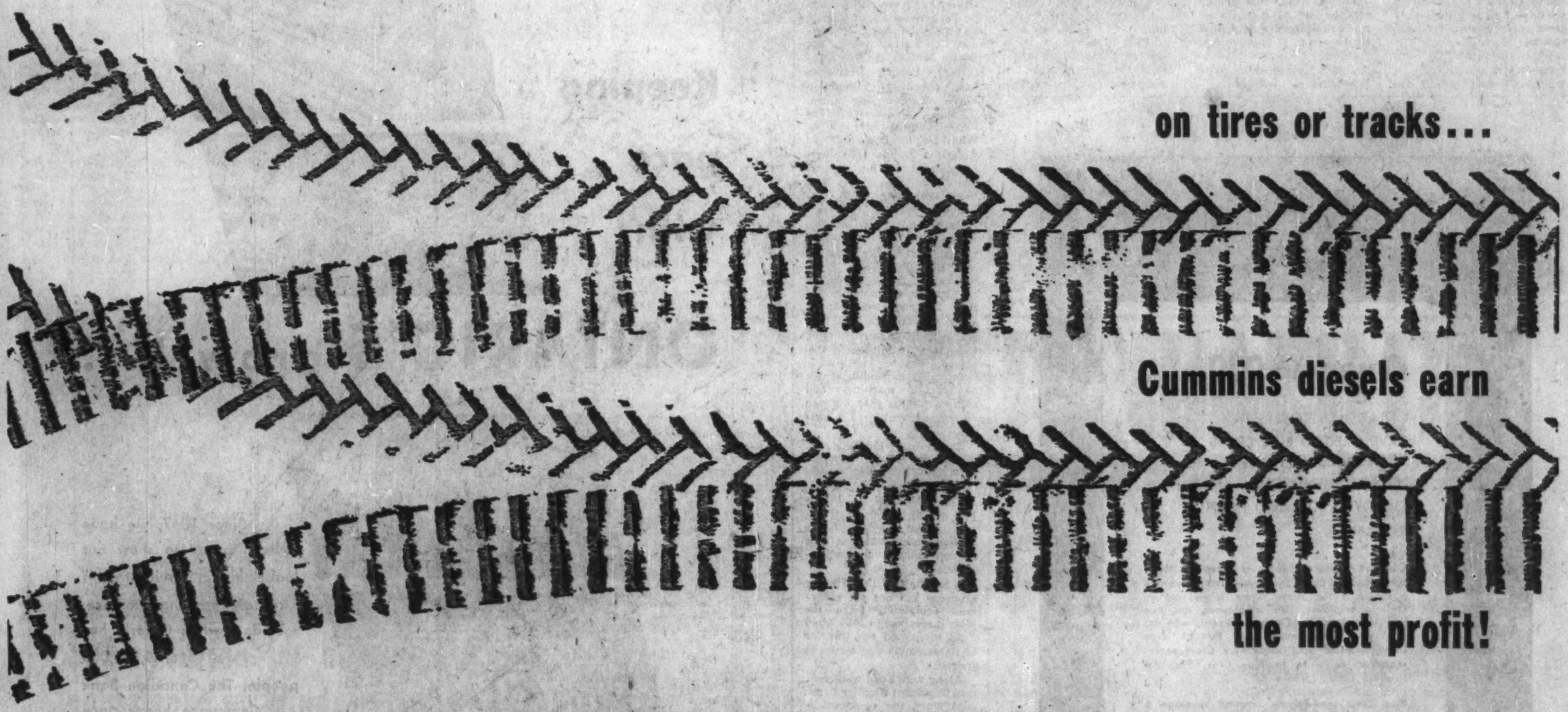

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Windsor: Pushing Industrial Diversification

The underlying current in Windsor today is a go-ahead drive to solve its own problems.

● **In the next few weeks the city will be facing the prospect of merging** with its six outlying suburbs.

● **At the beginning of next month, the first phase will be starting of an ambitious program** of downtown redevelopment.

These two projects are symptomatic of the way in which Windsor people are now planning for the future.

The city is the tenth largest in Canada — by population. It is number five in terms of manufacturing output.

The population of 119,319 at the end of 1958 has changed little from earlier years.

But in the surrounding suburbs, where there is no problem of finding residential property, population has climbed 30% since 1945 to bring the total for the Greater Windsor area to 190,881.

Civic authorities confidently expect to top 220,000 in 1961.

Windsor has a long and troubled history, as a border city, as a top-heavy automotive centre, as a proving ground for labor unions. Awareness of its own problems, however, is one significant factor aiding their solution.

Steady progress is being made in industrial diversification. Windsor Chamber of Commerce reports employment in non-automotive fields now represents close to 48% of total industrial employment. This is a strong gain on the 40% of three and four years ago — and the 26% of 1942.

Windsor's 10 largest industries, on the basis of 1959 tax assessments, are still headed by **Ford Motor Co. of Canada** and **Chrysler Corp. of Canada.** But next on the list are **Hiram Walker & Sons** (distilling), **Carling Breweries Ltd.** (brewing), **Dominion Forge & Stamping** (steel forgings), **Canadian Bridge Co.** (structural steel), **Kelsey Wheel Co., Canadian Salt Co., American Standard Products (Canada) Ltd.,** (heating and ventilating equipment) and **Essex Wire Corp.** (auto electric supplies).

Half the list, in fact, is non-automotive, as the distribution of labor indicates.

In the last six years, the Windsor area has gained 44 new industrial companies and seen 250 industrial expansions. Expenditures on new plants and equipment totaled close to $270 million in this period.

Intended expenditures for construction, machinery and equipment this year indicate outlays of another $29 million.

The level of building permits in the last six years has been maintained between $9-$15 million.

The 1958 total $12.3 million, of which almost half was institutional building, $3.3 million residential and $2.8 million commercial and industrial.

It is true that the Windsor economy has not yet recovered completely from the blow it received in 1954 when Ford completed the transfer of its assembly operations to Oakville.

Along with Ford went several important supplier firms. And since the re-organization, Ford has extensively modernized its Windsor manufacturing operations, progressively adopting more automation.

The measure of these developments can been seen in the employment figures. The monthly average for 1953, a peak year before the Ford move had taken full effect, was 43,000. Last year and this year it is running at 30,500.

On the plus side of the Windsor story, however, is the rapid growth of Assumption University of Windsor.

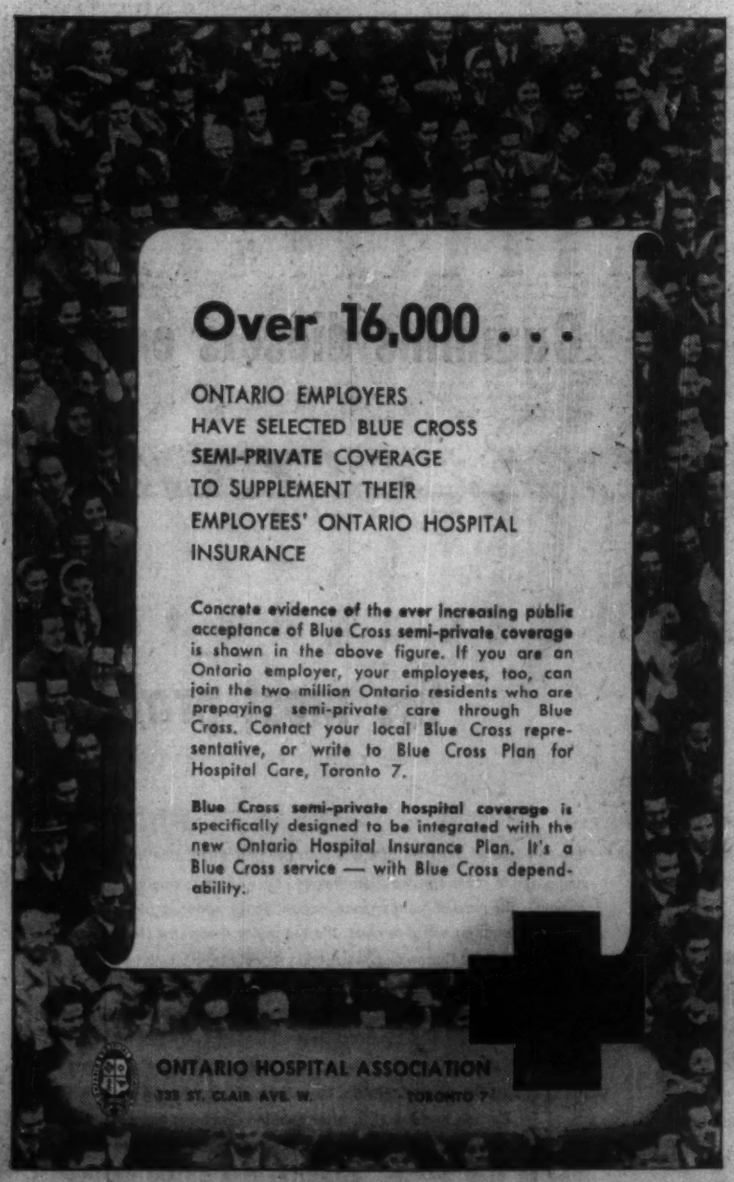
The university is providing a great cultural boon, most significantly by its pioneer effort in inter-religious relations, which is already having an effect on community relations.

In terms of hard cash, Assumption's opportune growth is also of vital importance. In the decade, 1955-65, capital projects are likely to amount to $15 million.

Of this, $5 million has already been spent and a further $6 million authorized for this November.

The university's budget for

(Continued on page 53)



Windsor

Planning for Future

(CONTINUED FROM P. 52)

operating and capital expenses now averages more than $3 million a year, mostly spent locally. Out-of-town students are spending another $500,000.

Whatever the future may hold for the automobile industry, Windsor can rely on achieving prominence as a university city. Already it is drawing 15% of its student body from the U. S.

It is likely to be a well-ordered city. This year, under a project sponsored by the Windsor Junior Chamber of Commerce, Windsor is preparing to merge its six outlying suburbs to achieve more efficient administration and development in the area.

Already a study has been completed by the Citizens Research Institute of Canada.

The Institute recommended a complete merger of Windsor, Ojibway, Riverside, Tecumseh, St. Clair Beach and the urban parts of Sandwich East, Sandwich West and Sandwich South.

While maintaining a traditional form of local government, the proposed plan would ensure that all municipal services are brought under common policy control and municipal management.

The Institute's findings led to the approval of a more detailed study which is not expected to be completed until May next year.

Meanwhile, although some municipalities can withhold co-operation, it is felt that by this November Windsor will be in a position to apply to the Ontario Municipal Board for approval of the scheme to amalgamate.

In addition to this reorganization, Windsor now has in hand a far-reaching program for improving its downtown districts. The program is divided into three stages, the first getting under way "not later than Oct. 1", when wrecking will begin of three city blocks.

Tenders for the construction of new, low-cost housing in the area will be called around mid-November. Actual construction is due to start before the middle of December.

Negotiations are already in progress for the acquisition of three other adjoining blocks that virtually make up the remainder of stage one. Total cost of this stage: $3.5 - $4 million.

The over-all plan for the six-block area is a community of 300 low-rental houses made up of two, four and eight story buildings. The living units range from one to five bedrooms.

All families who occupied accommodation in the area before March 23, 1959, are permitted to rent the new housing. However, families with a net income of more than $325 per month will not be allowed to remain longer than one year.

Rents in the new project are based on income and family size, on a sliding scale. Set at approximately 20% of family income, rent rises if the income rises, but decreases slightly if the family gets larger.

Rent for a family of three earning $250 monthly will be $55; for a family of six with a similar income, $52.

Firm dates have not yet been set for the second and third stages of the redevelopment program, which will include making an esplanade of the area between the newly-built city hall and the waterfront. But the program is moving ahead steadily, an undisputable sign of Windsor's determination to improve.

The most notable example of this determination was a comprehensive self-analysis completed last year.

This was the study of Windsor's economic prospects made by the Battelle Memorial Institute at the joint request, through the Greater Windsor Industrial Commission, of the city, its Utilities Commission, two neighboring townships and four towns, the Chamber of Commerce and the Windsor and District Labor Council.

The Battelle Institute's findings, in brief, were that "the prospects for future growth of Greater Windsor are good."

The report continued bluntly:

"Although the area has no unique quality likely to be of overriding concern to some particular industry types, a number of operations other than those strongly dependent upon localized natural resources or specific markets should be able to function competitively in Greater Windsor in the future.

"Greater Windsor's present assets seem likely to continue, whereas it seems likely that its present liabilities will diminish in time.

"Its sites, water, transportation facilities, competent manpower, and proximity to the midwestern U. S. are, of course, fairly permanent advantages.

"Although Greater Windsor's physical position relative to the mass of Canada's market cannot be changed, its economic position may be enhanced in some instances by proper co-operation in transportation programming.

"The area's greatest economic problem, the adverse differential in wage rates, should lessen as industrialization increases in Canada. A sustained period of good performance in the labor-management relations field should help swing public opinion to a more favorable attitude regarding this facet of Windsor's history."

Leading Industries

Windsor Metropolitan Area

	Sales Value $000	No. of Plants	Work Force	Earnings $000
Transportation Equip.	342,665	32	18,177	77,670
Foods, Beverages	74,392	60	3,051	10,841
Iron, Steel Products	74,235	83	5,473	23,420
Chemicals	22,883	28	998	3,984
Minerals (non-metallic)	18,663	13	962	4,034
Printing, Publishing	7,368	49	719	3,022
Textile Products	5,019	10	437	1,652
Wood Products	2,887	44	251	796

Source: DBS, June, 1959, Manufacturing Industries of Canada, 1957.

Rail, Road, Water A Growth Factor

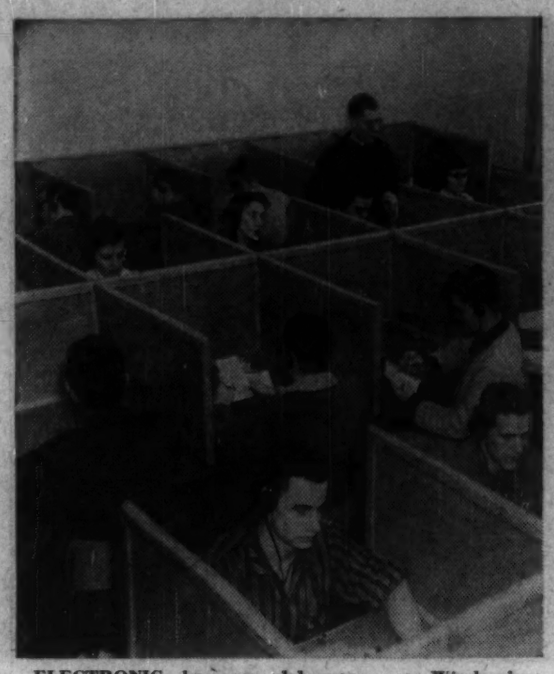
By rail, road, water and air, Windsor offers wide-ranging facilities of transportation—a key factor in industrial growth.

The area is served by five main railways and a terminal line, including **CPR, CNR, Chesapeake & Ohio, Wabash, New York Central,** and the switching service of **Essex Terminal Railway.**

A car ferry and rail tunnel link with Detroit means goods may be shipped to or from any section of U. S. or Canada.

Public and private industry docks spot the busy Seaway waterfront at Windsor where traffic has always been heavy, now has shot ahead with opening of deep waterway.

Many major highway transport firms and smaller operators serve the area, several with terminal warehouses in Detroit for quick transfer of Canadian shipments.



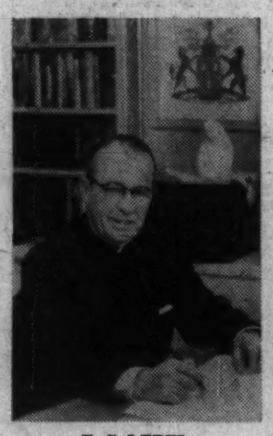
ELECTRONIC language laboratory at Windsor's Assumption University.

University Plan Is Paying Off

With the start of the new academic year this fall, the fulltime enrolment of Assumption University of Windsor increased to more than 1,000 students.

Only six years ago, when status as a university was first achieved the enrolment was 546.

Yet expansion is still in its early stages. Assumption is already preparing to handle



E. C. LEBEL
Vice-Chancellor

2,500 or 3,000 students in 1965. And it expects to maintain the current 15% proportion of students from the U. S.

For the economy of Windsor, there's major dollars and cents significance in this growth program, in addition to an inestimable cultural contribution.

Assumption University intends to start spending $6 million this November. It expects to spend another $4 - $5 million by 1965.

Expansion programs since 1955 have totaled another $5 million, main features being a new college ($1.5 million), an air-conditioned three-story library ($1.25 million) and a women's residence ($750,000).

Assumption's budget for operating and capital expenses is averaging better than $3 million a year. Deficits are met by the contributed salaries of the Basilian Fathers who conduct the university.

Their administration is assisted by more than 200 citizens from all walks of life —Catholics, Protestants and Jews — who serve on various boards and committees.

The last five years have seen the full-time staff increase from 40 in 1955 to 108 in the current year. The number of teachers holding Ph.D. has risen from 14 to more than 50.

This fall, three new faculties—Applied Science, Graduate Studies and Theology—have been added to the one former faculty of Arts and Science.

Some 30 more courses are being added to the curriculum, including new post graduate courses in engineering and business administration.

That is the University's brief growth story. However, it has other claims to attention.

In what Vice-Chancellor and President, Very Rev. E. C. LeBel, calls "an unprecedented experiment in human relations" Assumption University of Windsor has become the first Catholic university in the world to have in affiliation both Anglican and undenominational colleges.

"Persistent patience, wisdom and foresight" are needed to bring the experiment to maturity, Father LeBel has warned.

Economic pressures were mainly responsible for the unprecedented step being taken. Assumption was originally made up of two Catholic colleges, of which the oldest, University College, dates back to 1857.

But as a Catholic University, Assumption was not eligible for Provincial government grants.

It was decided in 1956 to establish and affiliate to Assumption a non-denominational college, Essex.

This made available provincial funds for the teaching of pure and applied sciences.

The step once taken, it was then decided through agreement between the Catholic Bishop of London and the Anglican Bishop of Huron) to establish also an Anglican college, Canterbury. This was affiliated in November 1957.

Canterbury runs its own courses in history, philosophy and theology, thus avoiding

(Continued on page 54)

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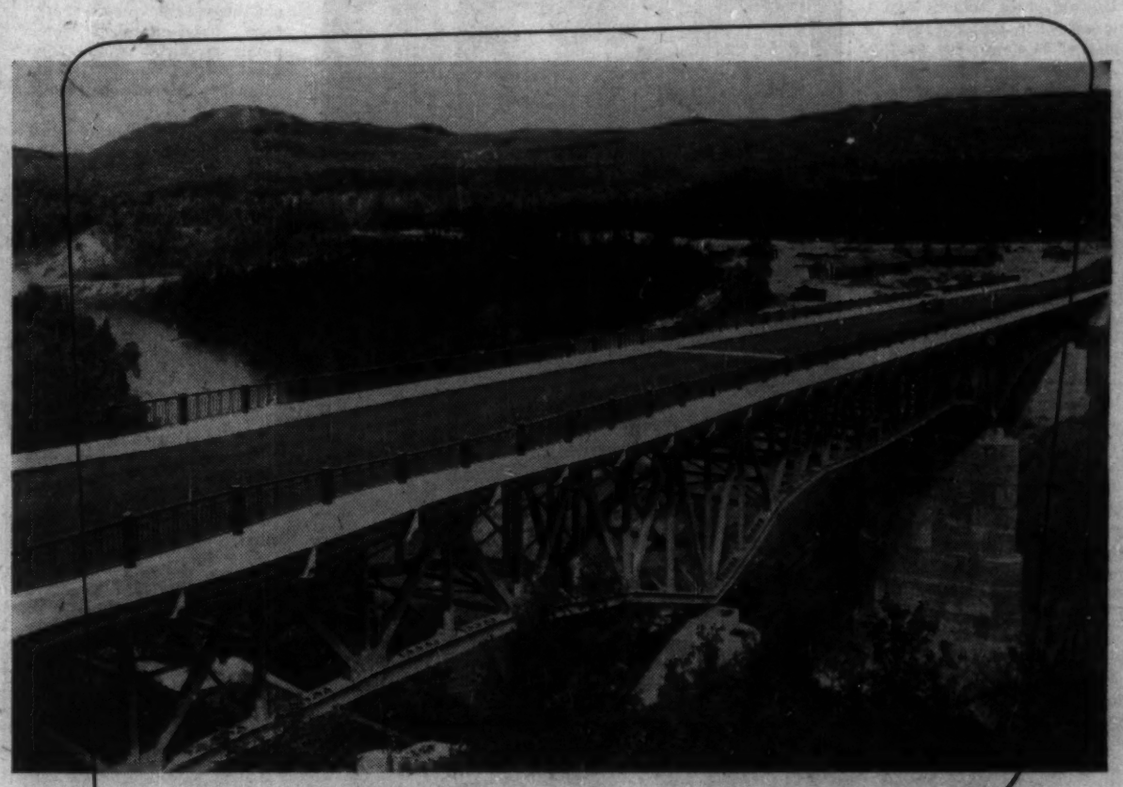

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CANADIAN BRIDGE WORKS

WALKERVILLE, ONTARIO VILLE LASALLE, QUEBEC

$297 Million for new plants and equipment in Windsor since 1952

During 1959, Dominion Bureau of Statistics has forecast that industrial expenditures of new plants and equipment in Windsor will be up 65% over 1958.

In the first 18 month of 1958 and 1959, 30 new manufacturing firms have established in Greater Windsor. Many of these are small and represent the enterprise and initiative of individuals. These companies are producing a wide range of products which includes recording instruments, electronic control equipment, garage doors, electric bug killers, transport trailers, tools and gauges, mobile homes, orthopaedic appliances and pneumatic tube systems.

During the same period 34 older industries expanded, adding approximately 370,000 square feet of new space.

Industry locates and grows in Windsor for many reasons, skilled labour, opportunities for new products and ideas, manufacturing space at reasonable rates and a location midway between Eastern and Western markets.

For confidential, detailed information on what Greater Windsor offers you, contact Murray A. Elder, Industrial Commissioner, Greater Windsor Industrial Commission, 359 Pelissier Street, Windsor, Ontario. Phone: CL. 6-2097.

GREATER WINDSOR INDUSTRIAL COMMISSION
359 Pelissier St. Windsor, Ontario

Whisky: Windsor's Second Largest Money Maker

Second to the automobile industry, production of Canadian Club whisky makes the largest single contribution to the economy of the Windsor area and surrounding Essex county.

Canadian Club is produced only in Canada at the distilleries of Hiram Walker & Sons, Ltd. (Walkerville), wholly owned subsidiary of the huge Hiram Walker-Gooderham & Worts Ltd. holding company.

The Walkerville (a part of Windsor) plant employs approximately 1,100 of the 14,500 non-automotive labor force of the Windsor area.

While operating results for the most recent fiscal year of Hiram Walker-Gooderham & Worts (ended Aug. 31) have yet to be published, FP understands that sales exceeded $400 million for the first time in the company's history, compared with the record $396.2 million of 1957.

Preliminary estimates put sales at $411 million, a 7% increase on the $384 million of 1958.

Earnings are understood to have followed the same trend, rising close to $23.4 million (up from $21.8 million), equivalent to $2.72 per share ($2.54 last year).

Last June the company declared an extra dividend of 35c per share together with the regular quarterly dividend of 35c on the common stock, bringing the annual rate of payment to an indicated $1.75 per share.

(This is equivalent to a dividend of $5.25 on the basis of the old stock, which was split 3-for-1 in January 1958. A total of $4 a year was paid on this stock 1955-1957).

It has been the company's practice in the past to maintain extra payments when possible.

The improvement in operating results last year is attributed by company officials to a general increase in prosperity in North America. Main markets experienced a pick-up in consumption that began in January and leveled off at approximately the same time as the steel strike in the U. S.

"Our business follows the prosperity line," Howard R. Walton, president, told FP recently.

He reported that apparent consumption in the U. S. during the first six months of 1959 had increased 17.6% in the case of Canadian whisky and 14.9% in the case of Scotch.

The U. S. accounts for about 87% of company sales.

On the outlook for earnings during the next few years, Walton said that the company's investment in Scotland (seven distilleries owned by wholly owned subsidiary Hiram Walker & Sons (Scotland) was likely to realize substantially more profit within three to five years.

There are two factors involved:

For the past five years the Scottish company has been short of inventory and had to buy fully-matured, high-cost whisky from outside sources. Within three to five years it will be using 99% of its own production.

In about three years it is also anticipated that all debt will be paid off. The parent company's only funded debt is in Scotland, amounting to £3,850,000 at present.

Of this total, £1,850,000 will be paid off this fall. The remaining £2 million, in bank loans, was originally due April 9, 1960, but has now been re-financed. Half of it is now due Oct. 9, 1960 and the remaining £1 million April 9, 1961.

Forthcoming capital expenditures in Scotland are confined to a few new warehouses that will be built next year.

Major commitments that have been authorized in Canada total more than $5 million for new facilities at Walkerville.

Chief of these is a new bottling plant now under construction which will double existing capacity. Costing $4 million, it provides seven high-speed bottling lines and one semi-automatic line, storage for 200,000 cases of bottled goods and a similar amount of empty glass and facilities for shipping by both truck and rail.

It is likely to be in full production early in 1960.

A second project at Walkerville, begun this summer, is a $600,000 expansion of the cereal products department of the Canadian Club distillery. This will allow a 50% increase in production of distilled beverages, while maintaining complete recovery of fermentation residue.

The cereal products recovery plant produces distillers' dried grains with solubles and distiller's solubles which are marketed by Hiram Walker under the name of Stimulflav.

From approximately 10 bu. of grain used in making one barrel of whisky, about 200 lb of residue, enriched by distiller's yeast, is recovered. It is used as a supplement in livestock and poultry feeding and by pharmaceutical firms in the production of vitamins and antibiotics.

WHAT'S HIS LINE? William A. Izsak spends his working day squeezing between racks of barrels at the Canadian Club distillery of Hiram Walker & Sons Ltd., Walkerville, Ont. His job: A leak hunter. He checks thousands of barrels a day looking and listening for leaks during the six-year aging process in the company's warehouses. While maturing in white oak barrels, evaporation and absorption alone reduces the volume of whisky by about 20%. The leak hunter repairs some 70 leaks a day.

TOOLMAKER Peter Hedgewick, 44-year-old president of a fast-growing Windsor firm, checks a scale model of the Westinghouse atomic power plant. The tooling for the plastic models cost $75,000, took 3,000 man hours.

Autos
Boom in Models

By RODNEY TOUCHE

WINDSOR (Staff) — Several weeks before the 1960 cars are due to be unveiled to the public, dealers throughout North America have been receiving precise scale models, about five inches long, made of plastic.

The auto-makers have sent out thousands of these models to give dealers advance information on the forthcoming product.

Many of the cars being sent out this year have been made from hand-engraved steel molds produced in the new plant of a Windsor, Ont., company, **International Tools Ltd.**

This relatively young Canadian company has a remarkable record of growth built on a reputation in the U. S. for top quality work in this precision field.

International Tools specializes in producing the hardened steel dies and molds which the plastics industry in Canada and the U. S. uses to make components for cars and trucks (tail lights, heater ducts), refrigerators (shelves, doors) and air conditioners (panels).

The company also supplies one of the leading U. S. toy makers with tooling for hobby kits and plastic scale models.

At the recent exhibition in Moscow, one of the U. S. exhibits was a detailed scale model of the Westinghouse atomic power plant. The model was made in plastic from tooling supplied by International Tools.

For the Canadian company, this was a $70,000 job involving some 3,000 hours of hand chiselling and engraving by top craftsmen.

The steel mold for a model car costs about $30,000. That for a plastic tail light (complicated by the design of its reflecting surfaces) about $15,000.

The rapid expansion of International Tools in this industry is a one-man success story.

The man in question is 44-year-old, Montreal-born Peter Hedgewick.

As recently as 1944 he was a $100-a-week toolmaker at Windsor Tool Co. Now he is president and general manager of a company that grossed $1.5 million last year and employs 150 other toolmakers.

As he says himself: "I was on welfare at one time. Now I think I'm quite a wealthy man."

In fact he has a $50,000 home, three cars, a swim-

(Continued on page 55)

University Takes 1,000 More Pupils

(CONTINUED FROM P. 53)

doctrinal clashes. The nondenominational Essex specializes in pure and applied science, business administration and nursing.

Religious tolerance is not the only field in which Assumption is pioneering. At the academic level, it considers itself a pioneer in Canada in the use of electronics to teach language students.

A language laboratory was installed in 1958 that is believed to be the largest at any Canadian university.

Divided into 40 separate booths, each equipped with headphones, it makes it feasible for different languages to be taught simultaneously and for students to tape-record and listen to their own voices.

A five-year test program is being assisted by the Atkinson Foundation.

Immediate result of the installation was that the number of students registering to major in French doubled. Other modern languages taught include German, Spanish and Russian. Plans are being made to add Chinese.

Assumption's new library has a number of unusual features, not the least of which is that it cost less to complete than was originally contracted.

It has been built in a modern, functional style which took three years to plan. **Some 26 modern libraries were visited before the final form was decided.**

The library holds 75,000 books. It is in keeping with Assumption University's ambitions that it has been built with the capacity to house 350,000.

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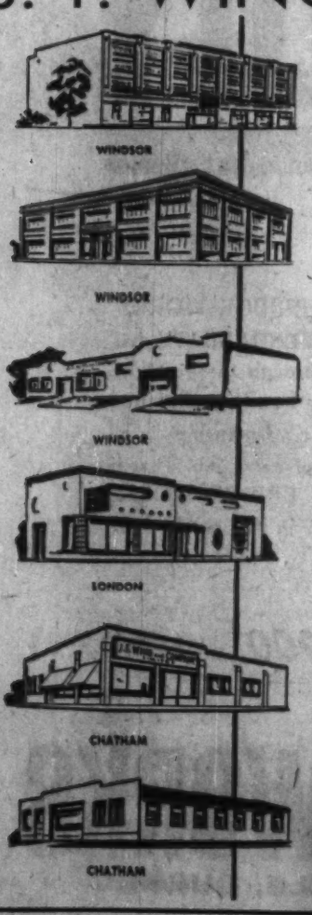

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FOR 50 YEARS

The Story of a Leading Industry

Industry, since it supplies jobs, opportunities and human satisfactions for the great majority of citizens, is the lifeblood of any modern city. What was to become one of Windsor's leading industries dates from 1909, when the Postum Cereal Company of Windsor, Ontario started manufacturing operations in that city. Postum Cereal was part of the organization which in 1925 began the consolidation of many famous brands under the aegis of General Foods.

Today, of the more than 40 prepared foods sold by General Foods in Canada, nine products are manufactured or packed in the Windsor plant... the Post Cereals—Grape-Nuts, Grape-Nuts Flakes, Bran Flakes, Sugar Crisp and Alpha-Bits—and Minute Rice, Swans Down Cake Flour, Calumet Baking Powder and Minit Tapioca.

The "Good Neighbour" Policy

After 50 successful years our operation in Windsor continues to grow to the benefit of all. We believe that this is in no small measure due to the kind of people who have elected to make General Foods their place of work. Our people are encouraged to undertake voluntary community service work. Many of them have made notable contributions to the general welfare. All are imbued with the desire to be good neighbours and solid citizens. They make it possible for the Company to pursue a policy which General Foods considers to be an essential part of the business—being a good neighbour in the community.

Prelude to Further Growth

In addition to the Windsor plant, General Foods operates other processing plants in Cobourg, Ontario; in Montreal and La Salle, Quebec. In each of them our employees are devoted to the production of the finest food products possible under rigid standards of quality control. They are encouraged to help the interests of their communities in a spirit of friendliness, tolerance and co-operation. With these aims in view, we look forward to an even brighter future for our company and employees with increased service to the communities in which we work.

GENERAL FOODS, LIMITED
Known throughout Canada for fine food products

How Windsor Area Employment Depends on Autos

	Windsor Area Employment (Monthly Average)				Canadian Vehicle Production
	Auto	Non-Auto	Total	Auto Share	(Units)
1953	27,031	16,121	43,152	62.6	480,959
1954	20,011	15,847	35,858	55.8	357,083
1955	25,545	15,945	41,490	61.6	453,597
1956	24,418	16,764	41,182	59.3	467,864
1957	22,559	16,088	38,647	58.4	411,884
1958	15,623	14,871	30,494	51.2	359,777
1959†	15,983	14,523	30,506	52.4	.....

† First seven months.

Sources: Windsor Chamber of Commerce, Canadian Auto mobile Chamber of Commerce.

Auto Makers Biggest Employers

Production is slightly up from last year . . .

Importance of the automobile industry to the Windsor area can be seen in the employment totals.

For the last two years, the auto-makers have provided approximately 50% of the employment opportunities.

The proportion was as high as 63% in 1953, the year before **Ford of Canada** moved its assembly plants from Windsor to Oakville, Ont.

The monthly average of employment by the auto industry in Windsor follows the pattern of Canadian car, bus and truck output.

The two largest employers are **Chrysler of Canada** and Ford of Canada. Between them, they account for 11,468, or 72%, of the monthly average for the first seven months of this year of 15,983.

Of these, Chrysler is the only company which now carries out its complete Canadian operation in the Windsor area.

Chrysler production of cars and trucks reached a peak 108,499 units in 1955. It held at 104,891 in 1956, slipped to 76,796 in 1957 and last year was down further still to a total of 50,397.

So far this year it has been running slightly above last year's levels.

In the same four-year period, employment by the automobile industry in Windsor has sagged from a monthly average of 25,545 to 15,983 this year.

There is little reason to reopen analysis of the causes of Chrysler's decline. In an industry as dependent as the automobile industry on mass appeal and current fashion, sharp swings in popularity are not surprising.

Chrysler reached its peak levels with the pioneering of the "Forward Look" design. Contributing factors to its downslide were localized quality control problems and the general business recession in the second half of 1957.

More important are the steps the company has been taking to regain its position.

Foremost of these is the build-up of a top quality dealer network, supported by improved parts supply facilities.

A "dealer enterprise" program has been under way for some time now through which the company provides financial assistance to promising dealers who lack sufficient capital to start in business or expand their existing business.

Under the scheme, a prospective dealer is required to put up only 25% of the capital necessary to start a franchised dealership. He then has the benefit of Chrysler's experience and guidance in his business operations.

The scheme, similar in many respects to that provided by **General Motors of Canada** through **Motors Holding of Canada Ltd.**, is providing a strong nucleus of dealers for Chrysler in important market areas.

Last month, Chrysler disclosed that it was extending its dealership program to include construction of premises for renting to dealers wherever the market potential makes this advisable.

This is the most complete dealer-aid program that the auto industry in Canada has yet seen.

Two outlets are currently under construction in Toronto, the biggest single market for new cars in Canada. Others are being considered as part of a widescale evaluation of marketing patterns.

In addition to these programs, Chrysler recently announced plans for a 105,000 sq. ft. warehouse and spare parts depot on a newly acquired 12.5-acre site in Pointe Claire industrial park, Montreal.

The company has also bought recently a 29.5-acre site on the outskirts of Toronto. Purpose to which this land will be put has not yet been disclosed. Another parts and service depot is expected by industry observers.

In June this year, in conjunction with **Aluminum Co. of Canada,** Chrysler formed a new company, **Chryslum Ltd.,** to produce and supply aluminum alloys for Chrysler automobile plants in both Canada and the U. S.

Chryslum Ltd. is leasing Alcan's smelter at Beauharnois, Que.

The move indicates the company's determination to keep in the forefront of technological progress in the automobile industry.

Chrysler of Canada has also taken on the responsibility of marketing the parent company's non-automotive products, including air conditioners, self lubricating bearings, Cycleweld adhesives, Ceramiseal paints and a wide range of industrial engines.

A new Defense and Special Products Division has been set up under vice-president Jarmin G. Craig. Contracts have been negotiated with Ottawa for the production of rockets in a Windsor plant.

The second largest employer in Windsor is Ford Motor Co. of Canada, which has a total of six plants in the area, occupying half the total floor area used in all operations of the company in Canada.

All Canadian manufacturing operations are carried out in Windsor, the components being transported to Oakville for assembly or shipped to overseas markets. In addition, the company's parts and accessories division is in Windsor, with five warehouse locations.

Among the manufacturing plants, the foundry has a production capacity of some 450 tons a day and is supplied by a power plant with a 67,000 hp capacity.

The engine plant is equipped to build 80 different types of six and eight cylinder Ford engines.

More than 2.5 million V-8 engines have been built by the company in Windsor since 1932.

At the end of last year, Ford completed a $4 million equipment program, begun in 1956, to produce all its six-cylinder engines in its Windsor plants. These engines are now entirely of Canadian manufacture.

Completion of this program brought the total of Ford's expenditure on expansion and modernization of Windsor facilities since the end of World War II to $72 million.

Boom In Auto Models

(CONTINUED FROM P. 54)

ming pool and a growing portfolio of investments. He travels extensively in Europe — usually to visit tool industry exhibitions and recruit skilled men for his plant.

All this started in 1945 when he answered an advertisement from a two-man Windsor firm, **International Tool, Die & Stamping Co.** The company was looking for a partner who would invest $1,500.

"I raised the money, but I didn't put it in until I had worked for a time after hours to see what the operation was like. My partners were both toolmakers who had also put up $1,500 each," Hedgewick recalls.

Within six months he had bought out both the original partners and brought in a toolmaker friend from another Windsor firm.

The two men remained together until 1953 when the company's sales had climbed to $250,000 a year.

At this point controlling interest was sold to the U.K. printing press manufacturer, **R. W. Crabtree & Sons, Ltd.,** Hedgewick was established as president and general manager with a one-third interest, and his partner left. The company became known as International Tools Ltd.

Crabtree's investment in the company ran to six figures. It made expansion possible. International Tools moved into its present $750,000 plant in Greater Windsor's Sandwich West Industrial Park.

Employment has grown from 30 to 150. Sales from $250,000 to $1.5 million. The company expects to gross $2 million in the current fiscal year, ending April, 1960.

Five years ago International Tools was "just investigating" the U. S. market. Now it does 75% of its business there.

Hedgewick has a free hand to run his operation ("Crabtree's come over once a year to count the money"), is bubbling with ideas for expansion into allied fields ("They've told me to take it easy for a couple of years").

He divides his 8-6 working day between his presidential office and the tool shop, where his personal skill still plays a large part in maintaining the company's reputation for quality.

Hedgewick's personal story conforms most closely to the rags-to-riches formula.

He came to Windsor at the age of six, started a Windsor Star paper route at 12. He went to work in a garage when he was 14, after his stepfather died.

By the time he was 16, he was earning $3 a week at a rug-cleaning firm, had built two airplanes (both of which crashed in early flight trials), was earning money in the evening playing drums in local orchestras.

His interest in toolmaking began shortly before the war. At this time he was earning 62c an hour on the trim line at **Chrysler of Canada's** Windsor plant. He left to begin a 15c an hour apprentice toolmaking job at Standard Machine (later Standard-Modern Tool Co.).

This was a turning point. "My mother hit me on the head with a broomstick for giving up the job at Chrysler. I can show you the scar. But the job had no future. I wanted to learn a trade and I thank the Lord I did," says Hedgewick.

In 1943 he switched from Standard-Modern to Windsor Tool, which was then engaging in the new and specialized field of plastics toolmaking.

"That's when I could see the picture of plastics. It was a small industry and if you were a clean mechanic you could get into it.

"At Windsor Tool they threw me a mold and I found I had the gift. It's a gift like being a musician. Either you're gifted or you're not, and that's all I look for when I'm hiring a toolmaker."

Two years later he began using his gift to build his own firm. And some of the profits are now going or bursaries to train apprentices at Windsor's Technical School.

The Richest Salt Deposits

A great part of Ontario's $10 million plus salt output comes from the Windsor area.

One of the world's richest and largest deposits is contained in the section of the Michigan Basin which lies under the Windsor district.

At Ojibway on Windsor's outskirts, **Canadian Rock Salt Co.** has operated the province's only rock salt mine since 1952. (A new development at Goderich will add to production this year.)

Output at the Ojibway mine bumped ahead last year over 1957 and another shaft was scheduled for depth of 1,000 ft.

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The Windsor Daily Star WINDSOR ONTARIO

This new building will be available for lease to industry (TRACE AND GLOS, ARCHITECTS)

Another forward step for greater Windsor

The Industrial growth of Greater Windsor has created a demand for smaller industrial buildings. To help meet this demand the Greater Windsor Industrial Commission has incorporated a subsidiary known as Border Buildings Incorporated.

The new company is constructing a building of approximately 4,000 square feet with the co-operation of many local businesses. The building will be leased for manufacturing purposes and added employment.

The second purpose of this company will be to show investors the potential for this type of building in Canada's 5th manufacturing community.

For further information on the purchase or leasing of manufacturing facilities in the Greater Windsor Area contact

MURRAY A. ELDER, *Secretary*
BORDER BUILDINGS INCORPORATED
349 Pelissier Street, Windsor, Ontario. Phone: CL 4-2697

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Ontario Surges Ahead

(CONTINUED FROM P. 51)

up from $17.6 million last year.

Development of the province's natural economic advantages goes on at a fast pace.

Seaway development, more electric power, program to introduce nuclear power, natural gas pipeline snaking through the province from northwest to the south, plans for northern development including new ports and rail line, major highway projects and international bridges . . . all are contributing to the attraction of the province for industry.

Hydro-electric power capacity has been increased to some 6.9 million hp from 1.9 million hp in a decade.

Rural customers have more than doubled in that period as a hydro rural program was pushed.

Big plans are pushing ahead for northern areas, including road building, plans for port on James Bay, another on Georgian Bay and extension of **Ontario Northland Railway** to the latter.

A big boost for the province has been routing the west-to-east natural gas pipeline through northwestern, northern and southern Ontario. Most major communities and many smaller ones in the north are now served by natural gas.

It's a big talking point for plant location. And it has already brought many benefits to existing industry. One paper mill, converting to gas from coal, estimates thousands of dollars savings on freight rates.

Spearing across the southern section of the province, Highway No. 401 symbolizes the rapid growth of Ontario road networks. This highway will link Quebec border on east to Windsor on west.

International bridges are planned or being considered for Queenston on Niagara River, Sault Ste. Marie, Fort Frances and Rainy River.

They Sell Ontario To The World

For many firms around the world, liaison with Ontario is through the provincial government's Trade and Industry Branch of the Department of Planning and Development.

It is represented in U. S. and U. K.

Manufacturing firms, looking at Ontario for potential plant sites, are able to get data and assistance they need on-the-spot.

Objective of the branch is to promote the economic development of Ontario through growth of its industry.

Expansion of the branch in past 13 years, both in Toronto and abroad, reflects the tremendous industrial strides of the province.

It also reflects the growing need of industry for factual assistance in plant expansion and new plant in new areas.

Potential new industry wants to know about production, available plant sites, taxation, raw materials supply, labor, freight rates and many other factors that would affect a new plant.

To do the job, the branch has expanded its staff of consultants, research technicians, economists and analysts.

Together, personnel make available a valuable pool of knowledge and experience in many different fields, free of charge to legitimate industry looking to plant possibilities in Ontario.

Economy

Frost Reports

Where has Ontario's economy gone in the last 10 years?

Premier Leslie M. Frost gave his answer to this question in a recent report. Here is a portion of that report:

These last 10 years, beyond all comparison, have witnessed the greatest development in the history of our province.

Just 10 years ago, in 1949, I said, "We shall cross the four and one-half million mark this year."

This year our population will cross the six million mark.

Our rate of population growth has been double that of the U. S. New records have been established in every sector of the economy:

- **Over 425,000 new dwelling units** have been constructed;
- **Nearly $20 billion has been invested** in the physical assets of our developing economy;
- **The standard of living of our people, including income, salaries and wages,** has increased at an unprecedented rate; average weekly wages and salaries in Ontario have risen nearly 40% in buying power in the last ten years;
- **Many new industries and communities have been established** and economic frontiers extended;
- **Ontario's electric power capacity has been increased** by 3½ times;
- **Under our perpetual yield policy, the value of Ontario's forest production has risen** by 55%;
- **Our mineral production has increased** from $320 million to over $800 million — an increase of 150%;
- **Ontario's manufacturing output** has been doubled;
- **Great progress has been made on the agricultural front, notably in bringing the electrification of rural Ontario to completion,** in farm marketing and rural road improvement, including snowplowing, which, combined with the strengthening of our school grants system, has brought to the rural areas a standard of education comparable with that of the best in the province;
- **A new economic future** has been unfolded in Northern Ontario;
- **The Ontario Water Resources Commission** is making a notable contribution to the abatement of pollution and the preservation and supply of fresh water;
- **The province is carrying on a record-breaking capital construction** and employment-giving program;
- **Mighty strides have been made in all phases of education — elementary, secondary and university;** a new school or an addition to an existing school has been built in Ontario for every day during the last ten years, including Sundays and holidays;
- **Unparalleled advances have been made in the field of health** and human betterment;
- **Despite this huge construction and service program, Ontario's taxation** is the lowest in Canada;
- **We have increased productivity in business and thus have immeasurably strengthened our financial resources.**

The spectacular achievements of these ten years, attained unspectacularly and without dislocation to our economy, have provided an atmosphere in which free enterprise could operate and expand.

Indeed, the inherent stability and strength of the Ontario economy has at no time been more clearly demonstrated than in the rate of our expansion which has followed the period of adjustment a year and a half ago.

Owing to the vigorous expansionary policies of this government and built-in stabilizers, such as pensions and unemployment insurance, the recession in Ontario never reached the proportions of that in neighboring provinces or states.

Expect More Tourists

Watch for a steady upward trend in Ontario tourist travel by both residents and outside visitors.

Here's why:

- **Major road program is rapidly closing gaps,** will give U. S. tourists routes in north and south from northwest. Whole network will make travel more attractive both in south and north.
- **Ontario residents are more interested** than ever in seeing their own province.

They offset, for example, a slight 1958 decline in U. S. visitors.

- **More parks and camping facilities than ever before** will cater to a fast-growing type of traveller.

These are Lands and Forests parks dotting natural scenic spots through south and north sections.

- **Accommodation, particularly in the motel and cottage field, is booming ahead at** record pace.

This is a key to expansion of family and general travel.

Ontario, which lures from 50% to 60% of all U. S. visitors to Canada, suffered a slight decline (around 2%) last year. The blame goes to recession's effects in U. S. centres.

But promoters here point out that there has been no lessening of interest in Ontario: Enquiries in year were up 34.3% over previous year.

And Ontario citizens were out on the roads in force.

This year, a return to economic confidence and a variety of other factors (the Royal visit, opening of Seaway) have helped boost activity to brisk level.

The uptrend in construction of motels and cottages is continuing, along with renovations and expansion to existing units.

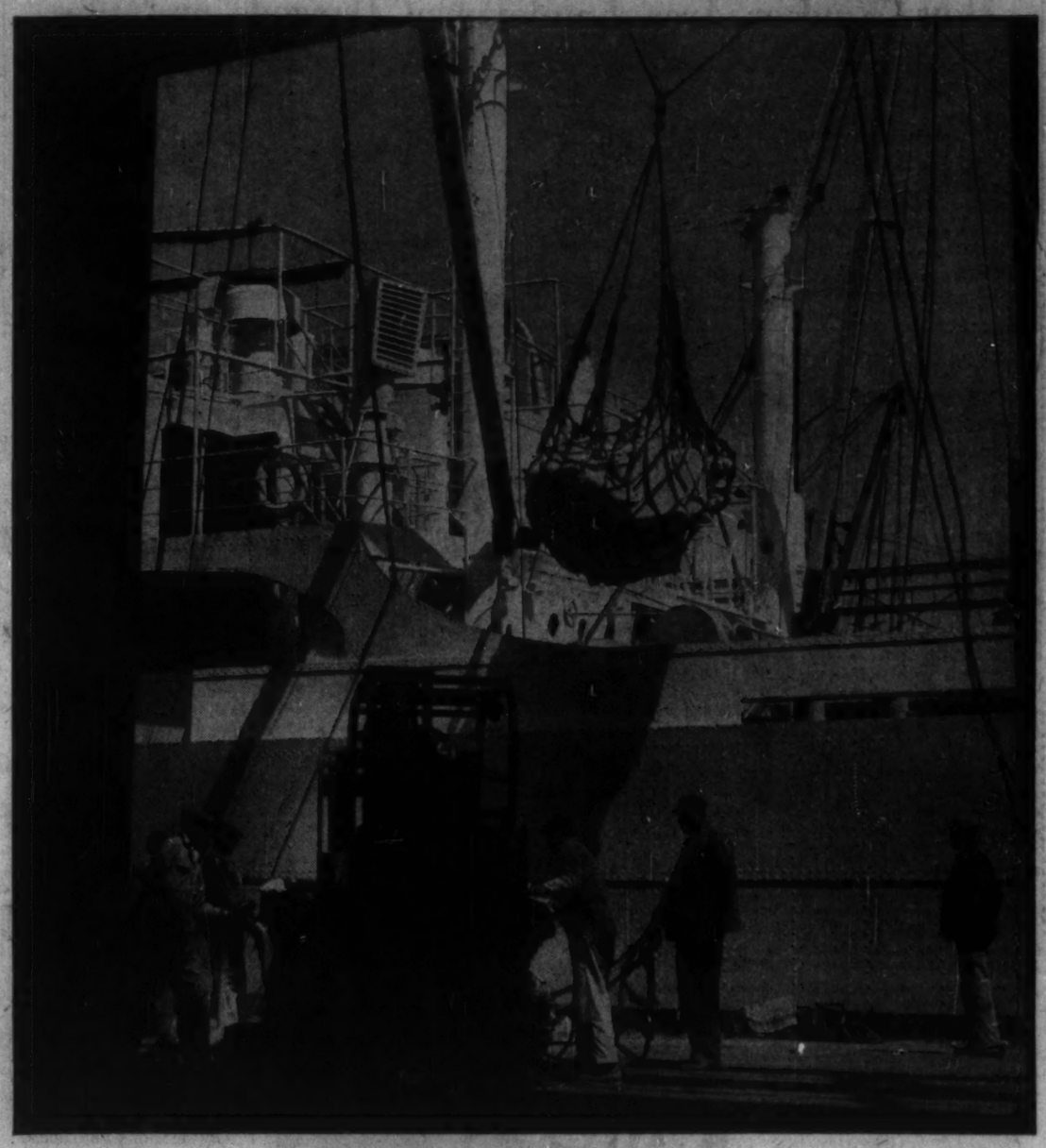
An estimated $6.5 million of private capital went into motels alone last year.

This year's rate may better that. A lively motel building splurge has hit new areas, like those that will benefit from completion of Trans-Canada Highway across the north.

The 1958 outlay is 20% higher than previous year.

An optimistic note is the steady trend of tourist operators to upgrade their sleeping accommodation to meet demands of tourists.

Right now, there is increasing emphasis on a similar improvement in recreational facilities.



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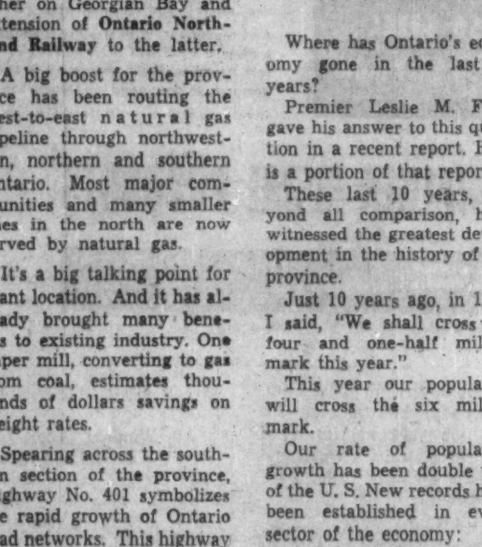

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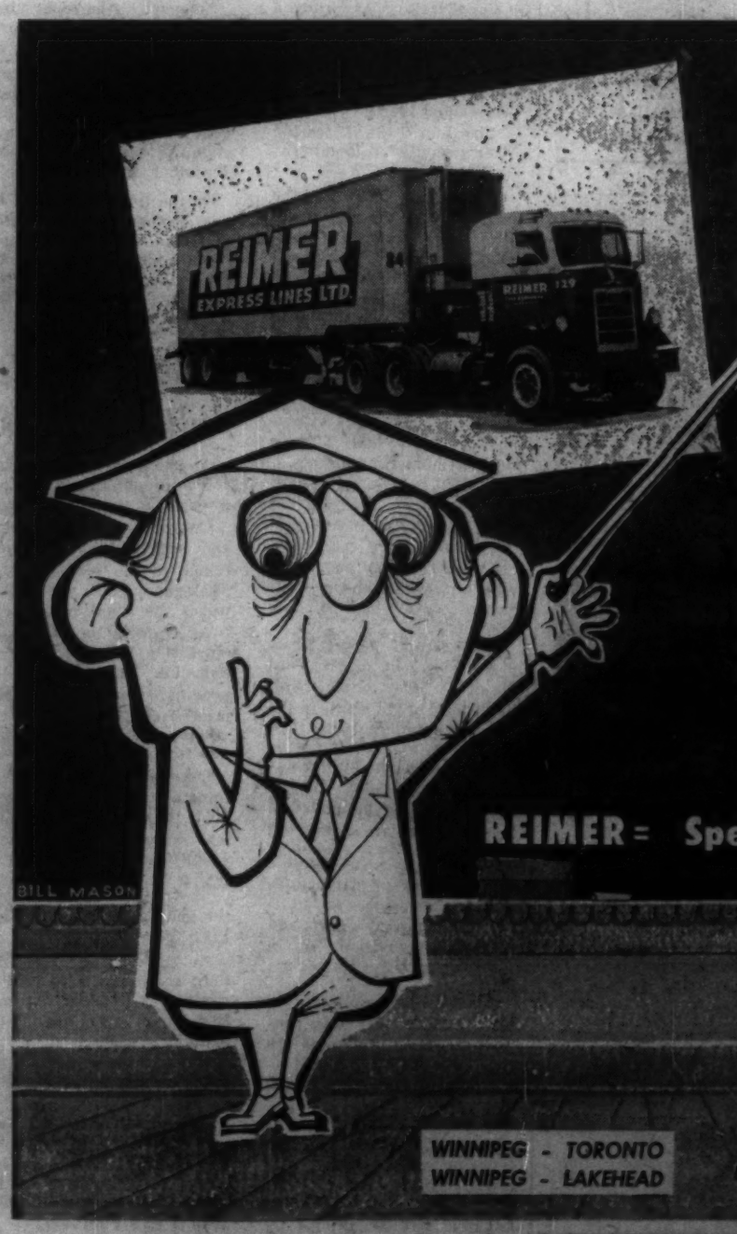

TEMPUS FUGIT

Right you are, professor, time certainly flies! Ask any traffic manager. He's one man that must give more than a passing thought to passing time.

Many a traffic manager has found the answer to "on schedule" shipments in Reimer Service. Here is frequent, daily service you can depend on. As the professor points out . . .

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Tourist Industry

Boost From St. Lawrence Area

A substantial expansion of the tourist industry in the St. Lawrence area of southern Ontario is recommended in a report of the Ontario Department of Planning and Development, Community Planning Branch.

Natural and created features of the area—from Prescott to the Ontario-Quebec boundary — readily lend themselves to tourist - based economy, the report states.

Newly created tourist business could have a wide impact on the area's economy if the vacationer can be induced to stay a longer time and come back again.

The report continues: "The rapid postwar rate of population increase in Central Canada and adjoining regions in the U. S. has accelerated the need for additional recreational areas and adequate tourist facilities in Ontario.

"Opportunities for participation in recreational activities have also increased substantially in the past decade.

"According to many forecasts, both in Canada and the U. S., these trends are expected to continue in the future."

"Twenty - year population forecasts of two times the existing numbers, a diminishing work week from five days to four, and an increasing vacation period from two ... three weeks to a month are commonly predicted.

"All of the agencies in Ontario involved in the field of recreation have already felt pressures for more recreational facilities."

"Industrial development in the St. Lawrence area has, in recent years, proceeded slowly in comparison to that of the remainder of southern Ontario.

"The navigational and power generation works in the St. Lawrence Valley have not as yet stimulated new manufacturing development in the St. Lawrence area.

"However, tourism is also an industry and a very satisfactory alternative to, and complement of, the manufacturing industry."

Eastern Ontario, the report states, has a conspicuous lack of tourist establishments and camp sites, but an abundance of undeveloped recreational resources that could be used for camping, picnicking, or cottage development.

What will attract tourists to the area?

- **The St. Lawrence Seaway** and power generation projects, and perhaps industrial museums.
- **Historic sites—pioneer settlements, museums,** cemeteries, historical sites, pageants and old locks.
- **Camping facilities** near points of interest and recreational outlets.
- **Fishing, boat racing,** beaches, parks, cottages.
- **Swimming and water skiing,** amusement parks, drive-in movies and dance halls.

"The increasing popularity of recreational areas in Ontario," the report states, "is demonstrated by the unprecedented growth of the provincial tourist business since the end of World War II."

In 1946, U. S. tourists spent about $110 million in Ontario; in 1957 some $164 million—an increase of almost 50%.

"Most provincial parks in Ontario have for many years been well patronized by the vacationer.

"For example, the number of camp permits issued in 20 selected provincial parks in the province has doubled between 1956 and 1958.

"If this trend were to continue, camping facilities in Ontario would have to double in capacity every two years to accommodate adequately future campers."

In 1956, the total number of tourist accommodation units in the St. Lawrence area was about 1,400 and since then about 400 units were demolished because of flooding, the report states.

Some new units, mainly motels, have been built in the area since that time but the 1956 capacity has not been regained as yet.

In comparison, visits to the area, as recorded at Ontario Hydro's viewing areas at Cornwall and Iroquois, increased threefold in the 1956-1958 period.

"Accordingly several hundred additional accommodation units of various kinds are needed if the vacationer interest in the area is to be encouraged to expand.

The report makes the following recommendations:

- **Comprehensive surveys, necessary for the compilation of adequat. records** of park and tourist establishment use in the area, should be conducted annually to aid in programming recreational development.
- **In general, rural lands between the St. Lawrence River and provincial highway No. 2** in the area should be reserved for recreational purposes. Future industries and houses should be located in established urban municipalities preferably, or, at least north of the highway.
- **Land use and building controls,** at present either ineffectual or non-existent, are needed if the area is to establish and maintain satisfactory recreational standards for the future.
- **Local governments should establish river front** parks in each incorporated municipality to serve their own populations.

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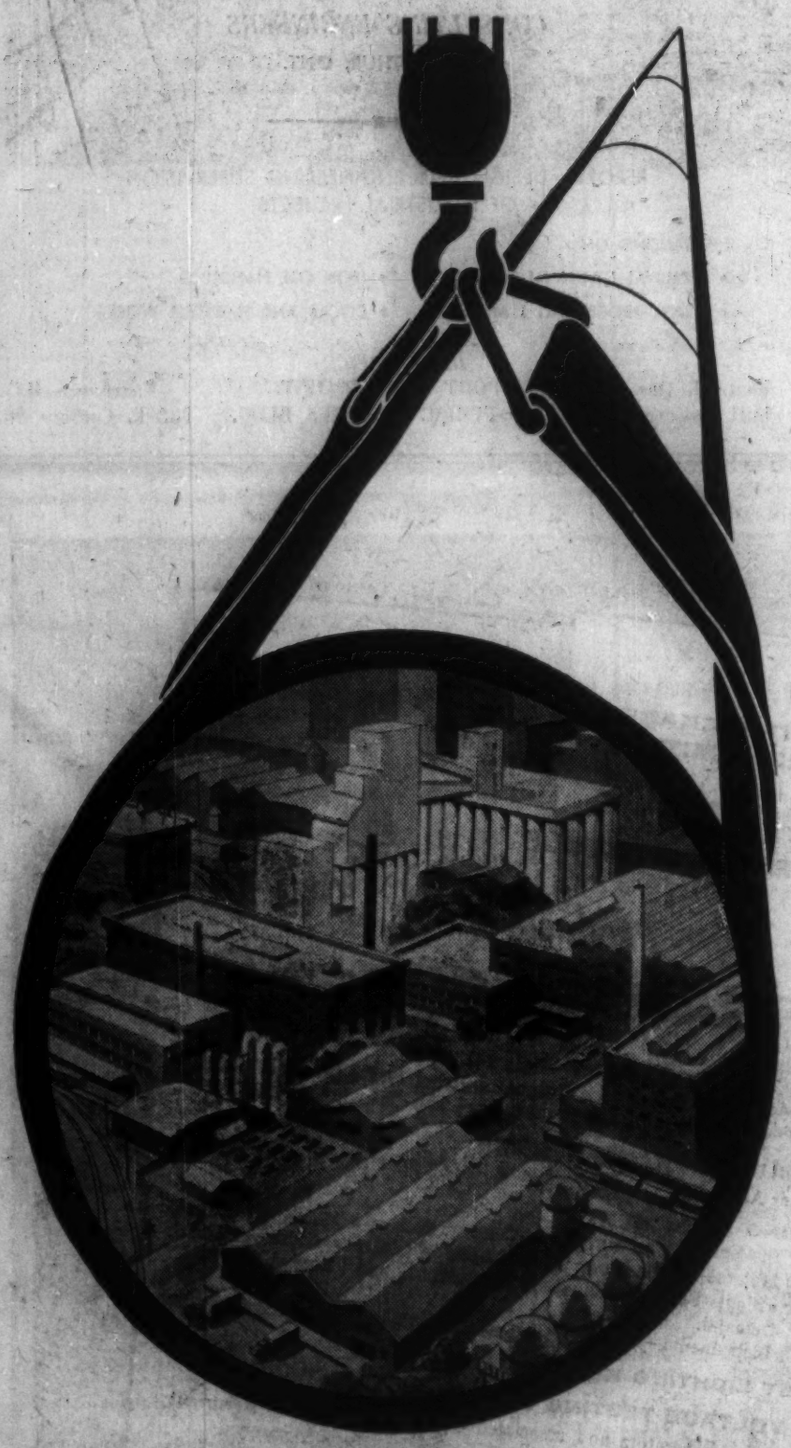

We're laying pipe to serve industry

Southwestern Ontario is one of the fastest-growing industrial centres in our nation. Astute businessmen agree that unparalleled opportunities exist for industry in this, the heartland of Canada.

As Southwestern Ontario has grown . . . so has Union Gas. The Company has taken the initiative in making Natural Gas available for countless, varied industrial uses . . . in established markets and in many new markets.

In practically every instance where industry requires a clean, controllable, economical fuel for processing, Natural Gas has proved itself best. Because of this, literally hundreds of Southwestern Ontario industries are relying on Natural Gas supplied by Union Gas.

For almost half a century, Union Gas has been providing its many customers with unsurpassed service. Your enquiries about the availability of Natural Gas in Southwestern Ontario will be welcomed.

UNION GAS COMPANY
OF CANADA, LIMITED

Chatham, Ontario

Ontario's Secret Weapon is Energy

Ontario's big ace in economic development has been energy.

The potential has been available for development to feed the power-hungry steel mills, the pulp and paper operations, and the wide variety of manufacturing facilities in Ontario.

Ontario's big energy sources:

- **Coal, once the prime source, has given way to petroleum.** But it still ranks in second place as an important ingredient in the province's industrial complex.
- **Oil and its derivatives now supply nearly half the energy,** should hold this dominant position for some time.
- **Canadian-produced natural gas has broken onto the Ontario scene with a splash. Gas pipeline, bringing western Canadian product,** now moves from west to east, then south, to bring its benefits to great sections of the province.

It has freed Ontario from its previous dependence on foreign sources.

- **Uranium spells nuclear power age** for the province which has two uranium mining camps, one the world's largest.

Work is well underway toward development of first commercial power from nuclear generating system.

- **Hydro, a power source that has been hiked 3½ times in capacity during last 10 years.** It holds a place of its own in the Ontario energy picture.

Energy plays such a major part in Ontario that a Department of Energy Resources has been created by the government.

It will be responsible for coordinating all sources, with the exception of the operations of **Ontario Hydro** which will remain a separate authority.

Heading the new department is Robert W. Macaulay who is also vice-chairman of Hydro.

Background to the formation of the new department:

Energy use in the province has gone up 90% in last 15 years, while population was rising 50%.

Requirements for energy in next 20 years are expected to treble.

It will be the department's job to "take concrete steps to ensure the economic, effective and safe development of energy resources and supplies."

The department will serve as a research and advisory body, will provide liaison between government and the producers.

Ontario Fuel Board will be re-organized and taken into the new department. It has had duties in the control of rates as well as over gas and oil exploration and development within the province.

Until recent years, coal supplied the chief source of Ontario's energy.

It still accounts for about one-third of total requirements.

But, in a developing economy, hydro-electric power assumed a growing importance.

Later, oil and natural gas took over a leading rank. Electric power, oil and gas supplied less than one-quarter of need 15 years ago. Today, they supply two-thirds of all energy used in the province.

Oil in 1945 formed less than 14% of consumption for energy and heating while today it supplies 50%.

Although hydro power accounts for only 10% of requirements, its importance cannot be gauged by this figure alone. It has probably made the greatest contribution in the development of industry and the rapid rise of living and working standards.

The province has been quick to join federal authorities in planning for development of nuclear power.

Work is going ahead on 27,000 hp nuclear energy station at Des Joachims.

Now, plans are underway for a much bigger, commercial venture. This would be a 268,000 hp nuclear power plant, a joint venture between province and **Atomic Energy of Canada,** the federal crown company.

Ontario's supply of raw material for nuclear power is very large. Output last year was $222 million from camps at Algoma-Blind River and Bancroft.

The key to full nuclear development: Vast scientific and research programs to bring nuclear power to practical, economic reality.

NEW "BEST SELLER" ON
ONTARIO'S NORTHWEST

Just off the press is a comprehensive 100-page economic survey of Northwestern Ontario.

Compiled by the Department of Economics of the Ontario Government, the book is crammed with authentic and statistical information on this fast-developing section of Canada.

Profusely illustrated with graphs and maps, the survey covers population, employment and earnings, industries, energy, manufacturing, transportation, communications, districts and municipalities.

Company executives will want to study this report. For a copy write to:

Northwestern Ontario Development Association

208 NEWS-CHRONICLE BUILDING
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HERE'S PROOF

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PLANTPOWER Seminars

PLANTPOWER is PROFITpower. Yet many companies suffer from an obsolete or inadequate electrical system. That is why leading Canadian utilities are now sponsoring one-day Seminars to provide industry with a *sparkling new method of distribution system analysis.*

here's what leading utilities have to say . . .

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Aux industriels
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Sujet: journée d'étude sur l'électricité à l'usine - le 29 sept. 1959.

Messieurs,

Nous ne saurions trop recommander aux chefs d'industries de Montréal de profiter des avantages offerts par le Plantpower Survey (relevé des installations électriques indus[illegible] qui constitue une méthode simplifiée et compétente de [illegible] de l'installation électrique de leur usi[illegible]

Directeur, Ventes et Service

THE HYDRO-ELECTRIC POWER COMMISSION OF ONTARIO
620 UNIVERSITY AVENUE, TORONTO 2

To: INDUSTRIAL EXECUTIVES

Re: PLANTPOWER SEMINARS

Gentlemen:

We at Ontario Hydro strongly recommend that industrial plant managers throughout Ontario consider the advantages offered by the PLANTPOWER SURVEY for providing a simplified and authoritative method of measuring their plant's electrical efficiency.

We believe it is a fundamental contribution to the most effective use of the province's electrical power and contributes more efficient plant operation at a time when industry must [illegible] facility to maintain its competitive advantages.

Director of Sales Promotion

and here is what industrial experts say about PLANTPOWER

Superintendents: "We think the PLANTPOWER SURVEY method is well worth study by plants of even the largest size. Probably its greatest usefulness is in electrical and production problems in medium-sized plants."—BOYD COWAN, *Past President,* Electrical Maintenance Club of Toronto.

Consultants: "PLANTPOWER SURVEY is a comprehensive simplification of what is considered an involved and often costly study. I feel that its logical and well organized charts are a valuable aid to the consultant."—BRUCE QUAN, *Consulting Engineer,* Quan, Carruthers, King & Quan.

Contractors: "I feel the Survey method is an excellent basis for a good preventative maintenance program — and as an engineering foundation on which to plan electrical modernizations, and additions."—CLARE DENT, *Past President,* Electrical Contractors Association of Ontario.

Manufacturer: "It has been the privilege of the Canadian Electrical Manufacturers Association to help shape the PLANTPOWER Program. We are now putting it on a continuing basis to serve our industrial leaders across Canada."—DONALD MARTIN, *Chairman,* CEMA PLANTPOWER Committee.

ELECTRICAL BUREAU OF CANADA

155 DAVENPORT RD., TORONTO 5, ONTARIO

Growth
Over 10 Years

Ontario has developed tremendously in the last 10 years and anticipates future growth.

Premier Leslie Frost reports on past progress and plans for the future in several fields of activity:

ONTARIO'S ELECTRIC POWER DEVELOPMENT

Ontario Hydro's dependable peak capacity has increased in the last 10 years from 1.9 million horsepower to 6.9 million hp — an increase of 3½ times. Yet today no one talks of unwanted or unneeded power.

This astonishing increase in our electric power energy resources has been made possible by the development of new water power sites and fuel-burning steam plants.

The Ottawa River has been completely developed; the St. Lawrence has been developed; the Niagara has been re-developed and its power utilization greatly enhanced.

The electrification of rural Ontario — noted throughout the world—has been brought into effect with the lowest rates anywhere, aided by a contribution from the provincial treasury of over $100 million.

ST. LAWRENCE POWER AND SEAWAY DEVELOPMENT

After two generations of frustrating negotiation and uncertainty, the development of electric power from the international section of the St. Lawrence has become a reality.

Over three quarters of the electric power generated from this project is now flowing into Ontario's grid system and the balance will be available by the end of the year.

With the official opening of the Seaway in June by the Queen, another important milestone in the economic history of our province and country was passed.

Ontario has played a vital role in these developments.

In 1951, within a few hours of the refusal of the U. S. Congress to approve a start on the St. Lawrence Power Development and Seaway, the government of Ontario announced that it was prepared, in partnership with the government of Canada and the New York State Power Authority, to go ahead with this project without U. S. Federal support.

Our determination, combined with the fiscal strength we had to back it, showed that we meant business and the result is that the great St. Lawrence Project is now a living reality.

Today the shipping of the world is crowding our ports.

WESTERN OIL AND NATURAL GAS

A decade ago when one spoke of power and energy in Ontario one invariably referred to hydro-electric power.

Although electric power will continue to be one of the fundamentals of our development, our energy sources have been enormously strengthened by the availability of massive supplies of western oil and natural gas.

In 1949 the possibility of transmitting oil and natural gas by pipeline to Ontario was little more than a dream.

Geography might have dictated that such supplies be diverted to the U. S. with many adverse effects to Canada.

Today, gas flows into Ontario from the West through an all-Canadian pipeline.

Western gas is now being delivered to northern Ontario communities and to central Ontario, expanding our economic frontiers and removing from this province the spectre of an energy shortage that a decade ago seemed a real possibility.

Nearly a half million natural gas customers are now being served.

History will assess the dedication of Canadian gas and oil to Canadian use as one of the foundations of Canada's economic independence.

ON THE FARM FRONT

The prosperity of our agricultural industry is closely linked with our over-all economic development.

In agriculture — with its national as well as provincial implications—there has to be close co-operation between the federal and provincial governments.

In recent years we have seen the advent of both federal and provincial policies of tremendous importance: federal policies in support of prices of farm products; provincial policies to assist farmers in the marketing of their products.

For many years the right of the farmer to negotiate the price of his product instead of accepting the price offered by the purchaser was more theory than practice.

The principle of negotiated farm product prices is unassailable, but until recent years very little, if anything, had been done to make it effective.

In such difficult areas of economic management there are bound to be controversies and problems.

Nevertheless, the principle is right and unassailable.

As a result of the work of the Federal-Provincial Conferences and of fighting the case of the farmers in the Courts, a clarification of rights, which were previously obscured by constitutional uncertainties, has been obtained.

Despite the fact that farm marketing is constantly changing and continues to present new problems, more progress has been made in providing for the orderly marketing of farm products in recent years than ever before in our history.

Many steps are being taken to improve rural life. Among the most striking of these is the extension of rural electric power.

In the short space of 10 years, the number of rural power customers has been more than doubled — from 220,000 to 473,000.

By the end of this year, half a million rural customers will be obtaining electric power from the Ontario Hydro grid system.

No other province or state can match this record.

OUR TRANS-CANADA HIGHWAY SYSTEM

The Trans-Canada Highway was talked of in Ontario for years. Now it is rapidly approaching completion.

Our Trans-Canada is not a single highway across the province.

It consists of a series of alternative routes, for example, by way of Hearst and the Gold Camps, by Sault Ste. Marie, by Chapleau, the Ottawa Valley, Georgian Bay and central Ontario.

HOUSING PLANS AND POLICIES

In the last 10 years we have completed 425,000 new dwellings, providing accommodation for a million and a half people. 1958 saw an all-time high of nearly 64,000 completions. This was almost a third larger than the year before. We shall provide for the betterment of existing dwellings and assist in the municipal redevelopment of depressed areas and the use of the land for housing, commercial and industrial purposes.

CONTRIBUTORY, PORTABLE PENSIONS

Immense progress has been made in the last 10 years in increasing security payments and widening their application. This is especially true of old age pensions, old age assistance, disabled persons' and blind pensions and unemployment relief.

In addition to this basic welfare structure there are many private, company and institutional contributory pension and annuity plans.

Their growth has been extremely rapid. We are anxious to see all contributory plans made portable or transferable in accordance with changes in employment.

Not only would this enhance security and make for greater equity but it would also remove some of the impediments which stand in the way of the employment of older workers and thus open up many new opportunities of employment for them.

(Continued on page 60)

'Firsts' in Ontario

Premier Leslie M. Frost claims a number of "firsts" for the Ontario government in the last 10 years. Here they are:

- **Unconditional per capita** grants to municipalities.
- **Payments to municipalities** in lieu of taxes on provincial business properties.
- **Establishment of the municipal corporation** to assist municipalities in their credit financing.
- **Creation of the Metropolitan** Toronto plan.
- **Establishment of the Water Resources** Commission.
- **Incorporation of equalization** and growth need factors in determining the province's grants to school boards.
- **Adoption of the Ontario scholarship system** and a greatly expanded bursaries' program.
- **Distribution of free textbooks** and milk in schools.
- **Establishment of disabled persons'** allowances.
- **Inauguration of great parks** policy to provide chain of provincial parks across the province.
- **Establishment of statutory human rights** and freedoms.
- **Development of depressed urban,** municipal areas.
- **Enactment of Junior Farmers Establishment Act** to provide loans to young farmers.
- **Establishment of** Ontario Food Terminal.
- **The construction of the** Princess Margaret Hospital for research and treatment of cancer.
- **The cobalt bomb.**
- **Free polio** vaccination.
- **Capital grants** to hospitals.
- **Capital grants** to charitable institutions.
- **Atomic reactor** power plant.
- **Inauguration of natural resource** and community access roads program.
- **Inauguration of scientific** forest management.
- **Probationary services** in our courts.
- **The unsatisfied judgment** fund.

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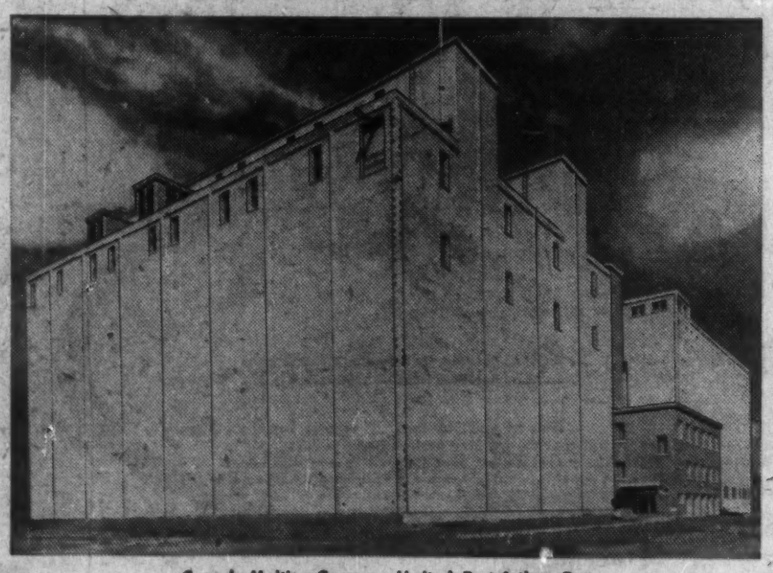

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New Industries In Ontario

Confidence in Ontario's industrial and consumer market was reflected in 1958 by the establishment of at least 86 new manufacturing industries in the province.

U.S. firms accounted for 26 of these new industries. U.K. companies set up five industrial operations in the province; German firms two; and Danish, French and Italian firms one apiece.

The remaining 50 manufacturing operations were Canadian.

Here is a list:

Company Names	Location	Origin
Ardrox Ltd. Metal working chemicals	Metropolitan Toronto	U. K.
Air Master of Canada Ltd. Aluminum storm windows and doors	St. Thomas	Canada
Arctic Canvas Ltd. Tarpaulins, tents, tilters	North Bay	Canada
Atikokan Game Production Co. Games	Atikokan	Canada
B.M.V. Manufacturing Co. Convertible camp cots and chairs	Fergus	Denmark
B. & N. Door Mfg. Co. of Canada Ltd. Doors	Windsor	Canada
Barrday Ltd. Woven fabrics	Galt	Canada
P. Graham Bell Associates Ltd. Porcelain & metal products	Georgetown	Canada
Birchland Veneer Ltd. Veneer	Thessalon	Canada
Brampton Bottle Ltd. Polyethylene bottles	Brampton	Canada
Brantford Precision Ltd. Aircraft parts	Brantford	Canada
Bravo Products Ltd. Oil burners	Guelph	Canada
Camasco Medical Supplies Ltd. First aid equipment	Metropolitan Toronto	U. S.
Canadian Motorola Electronics Ltd. Electronic products	Metropolitan Toronto	Canada
Canadian Students Yearbooks Ltd. Educational publication	Ridgetown	U. S.
Canador Ltd. Wooden doors	Trafalgar Twp.	U. S.
Central Bellrock Production Ltd. Wall panels	Oakville	Canada
Cleaver-Brooks Co. of Canada Ltd. Steam boilers	Stratford	U. S.
Coboconk Knitters and Sportswear Ltd. Knitted garments	Coboconk	Canada
T. Cohn, Canada Ltd. Toys	Metropolitan Toronto	U. S.
Coles Cranes of Canada Ltd. Mobile cranes	Metropolitan Toronto	U. K.
Colonial Aluminum Industries Aluminum doors and awnings	Whitby	Canada
Cook Chocolate Co. Chocolates	Campbellford	U. S.
Cope Tool Engineering General tools	Windsor	Canada
Cosmo Carere Construction Ltd. Sash and doors	Guelph	Canada
Courtaulds Moulded Products of Can. Ltd. Moulded boats	Cornwall	Canada
Daisy Mfg. Co. of Canada Air rifles	Preston	U. S.
Davies Truck Equipment Ltd. Truck trailers	Metropolitan Toronto	U. K.
Duo Heet Ltd. Furnaces	Waterford	Canada
Dupar (Canada) Ltd. Electrical controls	Kitchener	U. K.
Edmunds Company Ltd. Rugs and carpets	Collingwood	Canada
Federal Rubber Products Ltd. Rubber moulded products	Stratford	Canada
Fiberform Mfg. Co. Ltd. Fibre glass boats, street signs	North Bay	Canada
Fonstone Products (Canada) Ltd. Construction materials	Metropolitan Toronto	Canada
Forbes Products Corp. Plastic specialities	Richmond Hill	U. S.
Frosted Products Ltd. Frozen products	St. Thomas	Canada
F. Gartener Machine tools	Galt	Canada
Gayco Products Processing Co. Chemicals	Brantford	Canada
Guertin Brothers Paint	Fort William	Canada
The Gunite Steel Co. Truck brake drums	Brantford	U. S.
H.S.H. Products & Services Ltd. Snowmobiles	Kenora	Canada
Hallmark Accessories (Canada) Ltd. Novelties	Metropolitan Toronto	U. S.
Hein-Werner of Canada Ltd. Hydraulic jacks	Ajax	U. S.
Hunter Printing Co. Printing	London	Canada
Hygiene Shower Curtain of Canada Ltd. Shower curtains	Metropolitan Toronto	U. S.
Iko Roofing Products Ltd. Roofing products	Brampton	Canada
Jones, Norman and Co. Roofing and tiles	Brighton	Canada
K S M of Canada Ltd. Welding studs	Metropolitan Toronto	U. S.
Kampert, Alfred Chocolates	New Hamburg	Canada
Leigh Metal Products Ltd. Metal awnings and canopies	London	U. S.
Lordan Manufacturing Co. Steel grinding balls	Dundas	U. S.
L'Oreal of Paris Cosmetics	Hamilton	France
Luster Corp. of Canada Ltd. Chrome, copper, brass plating	Wallaceburg	Canada
McGregor Sportswear of Canada Ltd. Wearing apparel	Guelph	Canada
Metal Atomizing and Processing Corp. Powdered metallurgy	Trafalgar Twp.	Canada
Mid-Canada Chemicals Industry Ltd. Chemicals	Port Arthur	Canada
Monrad, Robert, Co. Flavoring extracts	Metropolitan Toronto	Canada
Mount Royal Rice Co. Rice and rice by-products	Port Stanley	Canada
Nepco of Canada Ltd. Wiring distribution systems	Woodstock	U. S.
Nipissing Canners Ltd. Canned soups and fruits	Sturgeon Falls	Canada
Olympic Knit & Sportswear Ltd. Knitted sportswear	Stratford	Canada
Ontario Culvert and Metal Products Ltd. Metal culverts, siding and roofing materials	Waterloo	Canada
Operation Reliance Incorporated Metal stampings and screw machine products	Metropolitan Toronto	Canada
Parker, Frederick (Canada) Ltd. Gravel and asphalt machinery	Metropolitan Toronto	U. K.
Parkspin Ltd. Woollen yarns	St. Thomas	Canada
Pekoba Plastic Foam of Canada Plastic foam material	Dunnville	Germany
Perth Metal Industries Ltd. Self lubricating bearings	Stratford	U. S.
The Poly-Mol-Lite Co. Furniture finishes	Metropolitan Toronto	Canada
Potter & Brumfield Canada Ltd. Electromagnetic relays	Guelph	U. S.
Scarboro Manufacturing Ltd. Electric furnaces	Metropolitan Toronto	U. S.
Schunemann, Carl, Canada Lt Colour printing	Metropolitan Toronto	Germany
Seaforth Fulvue Windows Ventilating windows	Seaforth	Canada
S.I.D.A.M. Ltd. Laboratory furniture	Metropolitan Toronto	Canada
Skiltool Ltd. Power operated tools	Trenton	U. S.
Sovereign Chemical Corp. Chemicals	Metropolitan Toronto	Canada
Spaulding Fibre Co. of Canada Fibre products	Metropolitan Toronto	U. S.
Strathroy Paint & Varnish Co. Paint	Strathroy	Canada
The Tapecoat Co. of Canada Protective coatings	Metropolitan Toronto	U. S.
Taylor Made Garage Doors of Canada Garage doors	Windsor	U. S.
Thomas Foods Ltd. Food products	Metropolitan Toronto	Canada
Tonolli Co. of Canada Ltd. Non-ferrous metals	Metropolitan Toronto	Italy
Traveler Manufacturer Co. Aluminum and fibre glass small boats	Peterborough	U. S.
Wham-O (Canada) Ltd. Sporting goods	Metropolitan Toronto	U. S.
Williams Manufacturing Co. Children's furniture	Owen Sound	Canada
Williamson Printing Materials Printing	Grimsby	U. S.
Wilson Spectrome Color Ltd. Color lithography	Dryden	Canada

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and utilization of the natural resources of the province;

- **Development and utilization of the by-products of** any processes involving the treatment or using of the mineral, timber or other resources of the province;
- **Development and improvement of methods in the agricultural industry** and the betterment, welfare and progress of farm life;
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- **Improvement and development of industrial materials,** products and techniques.

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Ontario Foundation An Aid to Industry

Every industrial concern, whether large or small, which strives continually to improve its productivity, must be constantly in search of new and better products.

Large organizations usually incorporate research facilities within their own establishments, but these are restricted to closely defined fields.

And what about the small manufacturer?

In Ontario, for instance, the greater proportion of industry is made up of small companies employing less than 50 persons each.

Obviously there is a great need for a non-profit making "community workshop" where the problems of industry can be solved economically on behalf of individual companies.

The Ontario Research Foundation was originated for this purpose.

The foundation was originated in 1928 by G. Howard Ferguson, Premier of Ontario, to stimulate the interest of private corporations, patriotic citizens and the Provincial government, in the creation of scientific research facilities for the benefit of the people of Ontario.

He was assisted by Sir Joseph Flavelle, chairman of the **Robert Simpson Co.** and the **Canadian Bank of Commerce.**

The government of the day offered to contribute dollar for dollar the amount of money pledged by the various industries and other people of the province.

A total of $1,600,000 was pledged to be paid over a period of five years. The foundation was then created by an Act of the Ontario Legislature.

Sir Joseph Flavelle became chairman and Horace B. Speakman, director.

Operations commenced at 47 Queen's Park Crescent, Toronto—formerly a large private residence—with a staff of six.

Today the foundation has three houses along Queen's Park Crescent, a large four story laboratory on St. Joseph's St., a pilot plant behind the houses and a new pilot plant recently built in Texdale, Ont.

The staff now numbers approximately 170, including some of the country's leading scientists and engineers.

The foundation is not a department of the government. It's directed by a Board of Governors, selected from prominent industrial and scientific people of Ontario.

There are approximately 24 persons on this board from which six people are elected to form an executive committee.

The objectives of the foundation are:

- **Conservation, development**

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Past, Present, Future

(CONTINUED FROM P. 58)

In this way portability would create jobs for older citizens and increase the productivity of the whole nation.

The difficulty of achieving universal portability should not, however, be underestimated.

There is a marked dissimilarity in many pension plans which, in some cases, militates against the transfer of pension rights from one place of employment to another.

The subject really requires joint federal and provincial action.

THE PLAN FOR POWER AND ENERGY

Upon these resources the development of our province is premised. Particular stress will be laid on the use of Ontario's great uranium resources for peacetime purposes. In this we shall enlist the co-operation of the federal government, science and industry.

To assist in furthering these ends a new department of energy resources has been set up to deal comprehensively with energy in general, whether it be derived from water power, uranium, natural gas, oil or coal.

It will make possible the development of these resources in their most useful and economical form and, at the same time, assist the government in solving the vast financial problems involved.

For additional protection, safety standards governing natural gas and other energy resources will be strengthened.

HIGHWAYS, MUNICIPAL ROADS

Our vast highway program will be carried out vigorously and ahead of schedule. The tempo of work and assistance, particularly in the municipal area, will be increased.

We are aiming at business development and expansion.

Ontario has now entered the third year of a vast 20-year program of highway improvement which will see the expenditure of an estimated $3 billion.

In addition, a $4 billion 20-year plan for the development of municipal traffic facilities has been launched.

Meanwhile, a special five-year plan covering the construction of certain large projects is being pushed forward; Highway 401 will be finished in 1963, four years ahead of schedule.

In addition to this huge program, negotiations are now proceeding concerning international bridges at Queenston, Sault Ste. Marie, Fort Frances and Rainy River.

Agreements have been reached in principle with New York and Michigan concerning the Queenston and Sault Ste. Marie bridges.

These are desired on both sides of our international boundary.

The construction of a high level bridge to span the Welland Canal at St. Catharines is being undertaken while plans are being made for other skyways at Welland and Port Colborne.

In Northern Ontario further work will be carried out on the Rainy Lake causeway and on many other highways and resource and community access roads, all of which are designed to open up new opportunities for our people and attract to our province an ever-increasing number of U. S. tourists.

A COMPREHENSIVE PARKS POLICY

Plans have already been presented relative to the improvement and expansion of the province's rapidly growing parks system.

Large new areas, particularly Crown lands, are being set aside with camping and picnic facilities and provision is being made in them for forest propagation and the conservation of fish and wild life.

Wilderness park areas will be set up and maintained in their original state in perpetuity for the benefit of our people.

DECISION

Whenever decisions are to be made concerning manufacturing locations, plant expansion and other factors related to manufacturing in Ontario, more and more business executives are turning to the services of the Trade and Industry Branch of the Ontario Government.

American, British and European manufacturers are in constant touch with Branch offices in New York, Chicago and London, England, for information concerning doing business in Canada and the Province of Ontario's industrial assets.

Canadian and other manufacturers who are considering the establishment of new plants or expansion are invited to use the consulting services of the Trade and Industry Branch, designed to meet the exacting requirements of each industry. These special services are provided through qualified industrial consultants without cost and in confidence.

You are invited to contact the nearest Branch office listed below for technical information concerning markets and materials, labour, power, transportation, municipalities, industrial sites and premises, manufacturing arrangements or for vital statistics relative to Ontario's expanding economy.

Write today for your complimentary copy of "Fabrication Gaps in Canadian Manufacturing Industry," a booklet detailing for analysis, new manufacturing possibilities as indicated by Canadian imports.

ONTARIO

TRADE AND INDUSTRY BRANCH
ONTARIO DEPARTMENT OF PLANNING & DEVELOPMENT

454 University Avenue, Toronto, Ontario, Canada

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A. V. CRATE, Director of Trade and Industry

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Trade & Industry Branch
33 South Clark Street

NEW YORK
Trade & Industry Branch
Canada House, 680, 5th Avenue

LONDON, England
Trade & Industry Department
Ontario House, 13 Charles II Street

The Financial Post

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There's Room to Grow in the Northeast

By W. H. C. MARSH

General Manager, Northeastern Ontario Development Association

Equal in area to all of Ontario lying south of North Bay, the Northeastern region of Ontario totals 105,000 sq. mi., has an assessed population of more than 400,000 and probably an additional 50,000 people are living in the unorganized territory.

There are five major centres of population, each with its circle of satellite municipalities, along the two main arteries serving the region:

- **North Bay,** the pivot point, has an immediate area population of 40,000.

The Sudbury basin 80 mi. west with a population of more than 100,000, is the largest centre in Northern Ontario.

- **The City of Sault Ste. Marie,** 200 mi. farther west, famed for its locks which join Lake Superior and Lake Huron, supports a population of 60,000.
- **Kirkland Lake** and **Timmins,** 160 mi. and 240 mi. beyond North Bay, serve area populations of 30,000 and 40,000 people.

Many other municipalities located between and beyond the five major centres, serve specific needs of the region.

Although industrial development is desirable, it is realized that there is much need for improvement in the services and facilities of the north before this can take place.

New and better roads, more mortgage money for housing, advanced technical training for our youth, more publicity about the region and a bigger population are all things in which the Northeastern Ontario Development Association is actively interested.

The economy of this vast region is pegged to four basic sources of income — agriculture, forest industries, mining and the tourist industry.

Each of these principal businesses may be found in some form adjacent to nearly all of the cities, towns and villages located along Highways 11 and 17, the two main thoroughfares of Northeastern Ontario.

Agricultural development is high on the list of N.O.D.A. activities.

A market survey in the area from New Liskeard to Hearst and eastward into adjoining Quebec province has shown that more than 600 carloads of table potatoes are imported into this area each year.

This, in spite of the fact that numerous Royal Winter Fair awards have been won by Northern Ontario potatoes, that the climate is suitable and that many acres of first class potato land are available at a fraction of the cost in Old Ontario.

A strong demand for northern grown seed potatoes is one of the reasons large volumes of potatoes are brought in for table use.

At the present time there just aren't enough growers to meet both markets.

Advertisements in New Brunswick weekly newspapers aimed at attracting experienced growers into the north have brought encouraging replies.

Showing of the **Ontario Northland Railway's** new northern agricultural film "The Road to Plenty" at Southern Ontario Seed Fairs has also attracted some interest.

Few of the northern farms available for settlement have more than 50 acres to 80 acres of cleared land available for cultivation.

However, with modern machinery and financial assistance available from the province, the clearing of more land for those determined to crop larger acreages than were cultivated by the old timers, should not be too difficult a task.

Beef cattle production is another "natural" for northeastern Ontario.

Based on the availability of good lowcost land and an excellent climate for forage crop production, an effort is being made to interest both local and outside farmers in establishing herds of beef cattle.

The Ontario Department of Agriculture, through its highly capable agricultural representatives at Cochrane, Matheson, New Liskeard, North Bay, Sudbury, Sault Ste. Marie and on Manitoulin Island, is urging the farmers to look seriously at the potential of the beef business.

The long established demonstration farm at New Liskeard and the Strathclair Farm at Sault Ste. Marie, acquired by agreement in 1956, are both doing their best to assist our farmers in becoming established in the production of feeder cattle.

Increased utilization of the natural resources of the north, development and expansion of existing manufacturing industries and the encouragement of new industries to locate in the municipalities of Northern Ontario are objectives of the association's development policy.

The manufacture in the north of goods which are now imported into the region is one of the chief considerations of the association.

The high cost of transportation may be ample justification for the establishment of northern industries to supply the 800,000 people living in northern Ontario and northwestern Quebec.

As one formula for development, the association is endeavouring to encourage local people to take the initiative in starting new enterprises.

Residents of the region should know what opportunities exist in their areas for new or expanded commercial or industrial development.

If local people are willing to invest their money in local development, it should be much easier to encourage outside capital to participate in northern ventures.

The possibility of creating new industries based on the forest wealth of the area has been of great interest to the association.

A study, prepared by a consultant, indicated that the production of semi-chemical wood pulp, tailored to the consumers' specification, could be undertaken by the utilization of sawmill waste and the species not harvested as saw logs.

Successful production of poplar plywood by the **Jamar Plywood Co.** at Kirkland Lake, has sparked several groups in the region to look at the potential of this business. It would not be surprising if a new plywood mill in the region was announced within the next two years.

Production of charcoal for domestic and commercial purposes, including the manufacture of activated carbon for industrial use, is also being examined by northern operators interested in using waste materials and uncut species.

Particle board, pioneered in Canada by **Abitibi** at Sturgeon Falls, has aroused interest as a further means of making the most of wood waste and species for which the market is otherwise limited.

Almost a dozen groups throughout Canada are investigating the possibilities of producing and marketing some form of chip board.

Package plant proposals from European equipment manufacturers have helped to spur interest in this relatively new field of board production.

Although not generally active in the mining field, the association has been of considerable help to one company in the industrial mineral development venture.

Industrial Garnet Co. of Sudbury will be replacing two Canadian imports with export products, by developing the large Dana Township garnet deposit and by producing black granite building stone, monuments and roofing granules from the same area, near River Valley.

At the request of N.O.D.A. a German firm has conducted experimental work leading to the possible manufacture of building shapes, bricks, blocks, etc from mine waste materials at Matheson and Timmins.

Strength and hardness tests have proven interesting.

The association's chief problem is the large task it faces in preparing details of the region's development opportunities for public acceptance.

With the limited finances available, the organization can only scratch the surface.

Research and sales are fundamental to development and, to a large extent, both these fields are untouched.

In each of the four basic industries upon which the economy of the area depends, there are many opportunities for expansion and development.

To bring these opportunities before the public and to present them in such a manner that they will be accepted, requires market and economic feasibility studies, combined with salesmanship.

In addition to surveying the basic industries—agriculture, forestry, mining and tourism—for potential opportunities, there is also the task of encouraging secondary manufacturing industry to the area.

Here again, fact and figure alone will prevail.

It is the determining of these facts that creates the magnitude of the task for the development association.

Figures for 1956 showed the population of Northeastern Ontario to be 432,578.

The anticipated population of the region in 1976, based on provincial government projections, is 718,000.

This, of course, is based on normal growth and immigration which goes along with the steady economic development of the region.

Growth in northeastern housing construction indicates that the region is growing as anticipated.

With a population of less than half a million people, the housing industry, including construction and home improvements, is now a $100 million annual business.

Wholesale and retail trade in each of the five major market areas — Sault Ste. Marie, Sudbury, North Bay, Timmins and Kirkland Lake —continues to grow.

The volume of tourist business is increasing annually and has almost doubled in the Sault Ste. Marie area since the opening of the Mackinaw Bridge.

With completion of the International Bridge at Sault Ste. Marie, the Trans-Canada Highway from the Sault to the Lakehead and the road from Chapleau to Timmins, the tourist demand will outstrip available facilities.

Continued improvement of highways Nos. 11 and 17 and the building of additional access roads to resources will mean continued growth and new opportunities in the four basic industries.

Looking into the future one can see the development of many new natural resource projects, each of which will be followed by increased population and service industries.

A list of future developments could include

- **Jones and Laughlin** iron property at Dane (being developed at the present time).
- **Three pulp and paper mills** at Blind River, Hearst and north of Cochrane.
- **Steleo's** iron deposit northeast of Kapuskasing.
- **China clay** deposits on the Mattagami River.
- **Nickel deposits** in the Timmins area.
- **Iron** near Temagami.
- **Gypsum** at Moose River Crossing.
- **Lignite** at Onakawana.

A search for industrial minerals throughout Northeastern Ontario will likely result in a number of major developments during the next five to 10 years.

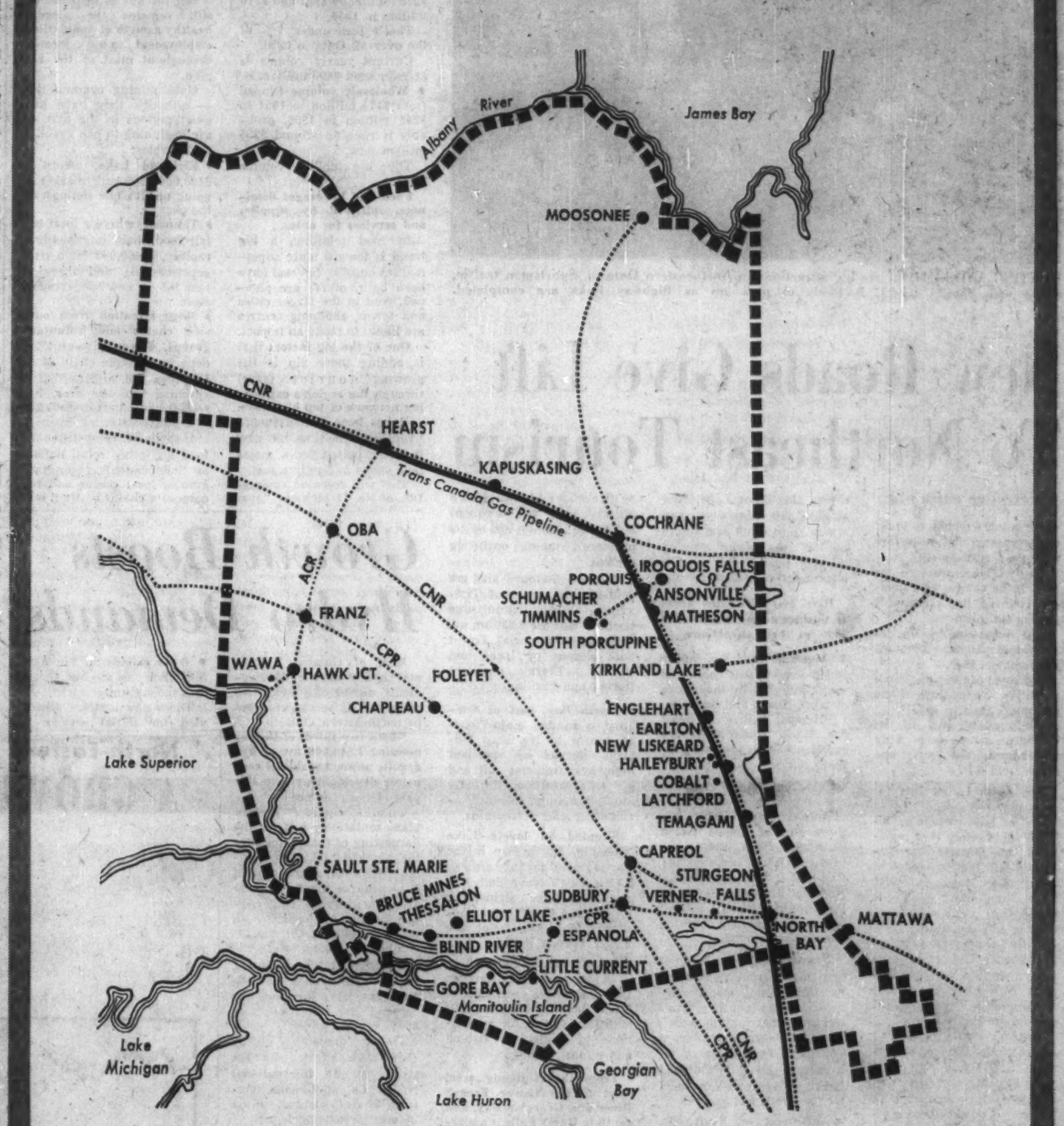
With large Canadian, U. S. and European companies examining such things as kaolin, kyanite, feldspars, garnet, granite and many other minerals, prospects for future industrial developments are good.

The future for agricultural development in the region is bright.

One can see no reason why western cattlemen should not be interested in branch ranch operations in this area.

Climatic conditions assure excellent forage crops, while proximity to the Toronto market, combined with the availability of wooded ranchland, make this a natural centre for the production of feeder cattle.

Assuming nothing more than a pro rata increase in population over the next 20 years, the future is bright for those who wish to live in northeastern Ontario, "The Treasure Chest of Canada".



NORTHEASTERN Ontario communities, once dependent on the primary industries of mine and forest are making a concerted effort to broaden their economic base, build self-sustaining populations and lessen their dependence on the more highly developed sections of the province.

N.O.D.A.

Over-all development of the economic climate of northeastern Ontario is the chief aim of the Northeastern Ontario Development Association.

Objectives:

- *Provide co-ordinated local leadership for promoting the economic growth of the region which consists of the districts of Algoma, Manitoulin, Sudbury, Nipissing, Temiskaming, and Cochrane.*
- *Aid industry already established in the region and obtain new industry by publicizing the advantages of the region for business and manufacturing purposes.*

Incorporated in 1955, N.O.D.A. is a partnership between the Ontario government and 40 municipalities of the region, including cities, towns, villages, townships, improvement districts and the small unorganized municipality of River Valley.

Fish, Forest, Game Lure Tourist Dollar

Ontario's vast northeast is more than a treasure chest of rich mineral deposits. It is becoming one of Canada's finest vacationlands.

Great forests dotted with hundreds of lakes and streams provide an unrivaled paradise for fishermen and hunters.

All through the area—even in the most remote wilderness — there are sportsmen's camps — some primitive, others quite luxurious.

From June to September each summer at least 500,000 fishermen visit approximately 800 camps in the Sudbury, Sault Ste. Marie, North Bay and Chapleau areas.

One French River camp operator told FP that his immediate vicinity caters to about 2,200 fishermen per day during July and August.

Nearly ten million tourist dollars were transferred by North Bay's chartered banks last year.

During the three weeks' November hunting season, there are probably 10,000 U. S. and southern Ontario hunters in the northland.

Hunting and fishing is big business for the north.

Sportsmen spend an average of $20 per day for accommodation, meals, bait, guides, boat rentals, etc.

In the more remote areas, the daily tab may come to $30 or even much higher.

Transportation is more difficult and guides charge $12 to $15 per day (not more than three to a guide) compared with the customary $8 charged by guides in more settled areas.

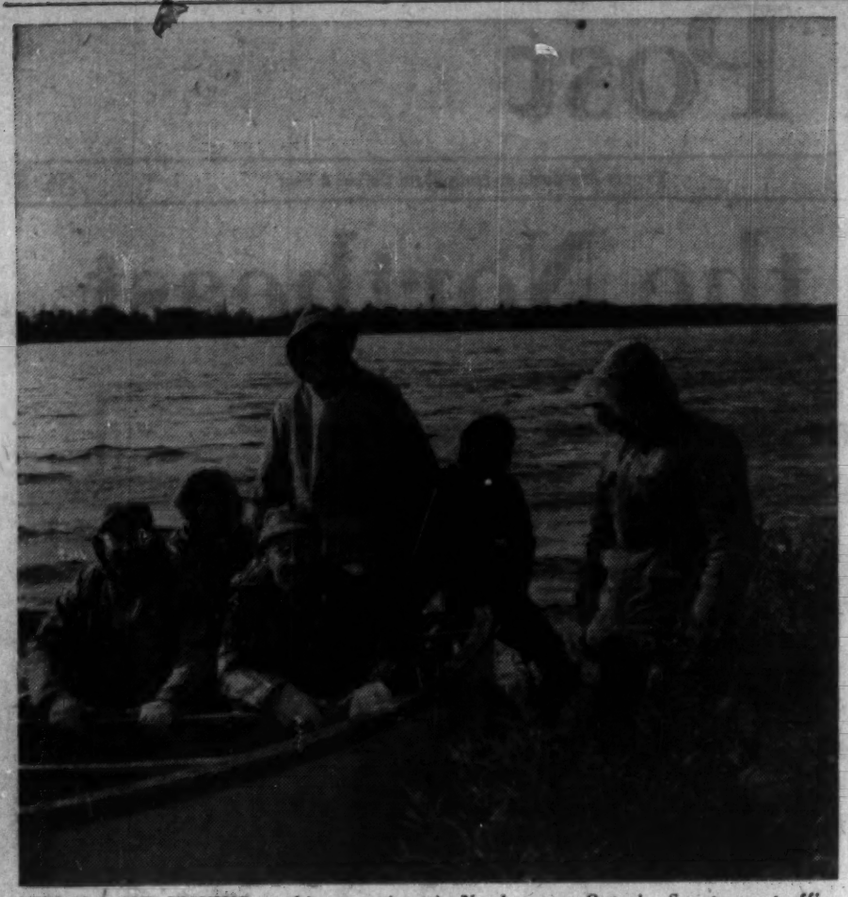
But the north is no longer just a "man's world."

With the trend toward family holidays, the northland's tourist industry is changing gradually. Camps are becoming diversified — offering entertainment facilities for nonfishing wives and children.

Housekeeping units are the latest thing in the land of rod and reel. Here visitors spend from $2 to $3 per person per day for accommodation.

But the big need of the

(Continued on page 62)



HUNTING AND FISHING are big attractions in Northeastern Ontario. Sportsman traffic, along with family travel, is likely to pick up as highway links are completed.

New Roads Give Lift To Northeast Tourism

(CONTINUED FROM P. 61)

north is more money to make improvements and modernize existing establishments.

This year, according to one report, the camps with modern facilities had no trouble getting business.

One was booked up for July and August 1960 by midsummer 1959.

But some of the older, more primitive camps had fewer customers than in 1958.

"Only about 10% of the northern camps are fully modernized," one tourist operator told FP.

The north is not just for sportsmen.

Out of approximately 60,000 U. S. visitors that registered at Ontario government's information centre at Sault Ste. Marie in 1958, more than 50% cited the purpose of their visit was touring and sightseeing.

With recent highway improvements and rapid progress along the Northern Ontario section of the Trans Canada route, touring has increased substantially.

The proposed St. Mary's International Bridge, to link Sault Ste. Marie, Ont., and Sault Ste. Marie, Mich., will certainly lure more U. S. traffic to northeastern Ontario.

Together with the Mackinac Bridge (opened two years ago at the Mackinac Straits) it will provide easy auto access to tourists from areas bordering lakes Huron, Michigan and Superior.

To cost $20 million, the new bridge is expected to be ready for the 1962 tourist season.

Recently announced plans to create a major ocean port at Moosonee gives the far north another tremendous tourist potential.

But even today, there are many attractions in northern Ontario for the sightseeing tourists.

There are big cities with good hotels, restaurants, shops, theatres, concerts and golf links.

At Schumacher (near Timmins) you can watch a first-class skating show every week during the summer. On Manitoulin Island, there are some of the continent's finest resorts and yacht marinas.

There's history too — of French and British explorers, missionaries, traders and the **Hudson's Bay Co.**

At Sheguiandah on Manitoulin Island, Canada's oldest known Indian site was discovered in 1951. Discoveries here date back well over 4,000 years.

The visitor can see at first hand the industrial might of northern Ontario. There are the great mining centres, and tours are available at many of the mining properties and smelters.

There are burgeoning new towns like Elliot Lake. And at Sault Ste. Marie you can watch ships from every corner of the globe passing through one of the world's busiest series of locks.

Here are the major areas of northeastern Ontario with some of their attractions:

• **Algoma,** covering about 16,000 sq. mi. is bordered south and west by the shores of lakes Huron and Superior.

Principal centre is Sault Ste. Marie, where there are excellent hotels, restaurants, shops, etc.

East from the Soo stretches the excellent Highway 17 (Trans-Canada) along the shore of the scenic North Channel. Here there are towns such as Thessalon and Blind River with good motels. North of Thessalon is Chapleau, jump-off point by rail or air to excellent hunting and fishing grounds.

Near Spragge, the motorist turns north from highway 17 for Elliot Lake, where visitors complain that they "can't see the mines for the trees". The fastest-growing town in Canada is only a few miles from Mississagi Provincial forest, with its excellent sport for fishermen and hunters.

Northwest of Sault Ste. Marie, is the lovely Montreal River and Agawa Canyon areas made famous by the Group of Seven painters.

Here too is the Lake Superior Provincial Park, described as one of Canada's finest.

The Trans-Canada highway is complete through much of this country, but where roads are still poor, the area is accessible by the **Algoma Central and Hudson Bay Railway** or by aircraft.

• **Manitoulin Island,** bordering the North Channel, Lake Huron and Georgian Bay, covers 1,074 mi. and is one of Canada's finest playgrounds.

The island boasts superb resorts, motels, fishing and hunting lodges and shops crammed with imported china, tweeds, sweaters as well as everything a sportsman could ask for.

The Island is also an important centre for yachtsmen cruising the Great Lakes. There are modern marinas and "boatels". One marina on the north shore claims more than 800 visiting yachts a year.

Manitoulin is accessible via highway 68 from Espanola and causeway from Lacloche Island or by auto ferry from Tobermory at the northern tip of the Bruce Peninsula or by steamer from Owen Sound.

• **Sudbury** is headquarters of another major tourist area. The city itself boasts good hotels, restaurants and shops. And there's boating and swimming at nearby lakes.

The transportation hub of the north, Sudbury is served by two major highways, two railway lines and frequent air service. Here is one of the province's major outfitting centres.

Between Sudbury and the gold-mining centre of Timmins — about 140 mi. due north — lies the 5,830 sq. mi. Timagami Provincial Forest with dozens of lakes and streams. There's excellent fishing and hunting.

• **North Bay,** east of Sudbury, is another major tourist centre in Northern Ontario. Served by excellent highways, frequent rail and air transportation, the city offers fine shops, good accommodation and restaurants.

Situated on lovely Lake Nipissing, North Bay is the starting point for lake cruises. Steamers leave daily for across-the-lake sightseeing cruises and visits to the popular fishing haunts of the Upper French River.

In summer or winter there is excellent holiday fare in the immediate vicinity of North Bay. It is also a major outfitting centre for expeditions to wilderness fishing and hunting camps.

From the Nipissing area, west to the Lower French River and Georgian Bay, and south to Burks Falls is a marvellous playground—the Valley of the Magnetawan, Lake Cecebe, Neighick Lake, Restoule, Loring, lakes Wauquimakog, Caribou and Memesagamesing and the Pickerel River. This is all excellent camping and fishing country boasting good accommodation, guides and boats for fishing. Both **CNR** and **CPR** serve the area.

• **Cochrane** the gateway to the far north is about 243 mi. from North Bay via highway 11, or via **Ontario Northland Railway.**

East of Cochrane is Lake Abitibi and the Abitibi Game Preserve. To the west lies another gold mine for sportsmen and outdoor tourists.

A now-popular route with the rugged kind of traveler is the "Great North Loop", by train or highway from Cochrane, through Kapuskasing (boasting one of the north's finest lodges) and Hearst to Nipigon. Many fine fishing streams cross the highway and north line of the CNR. Countless others can be reached by plane, or boat.

But one of northern Ontario's finest trips for the sightseeing tourist is via the Ontario Northland Railway from North Bay to Moosonee —famous Hudson's Bay Co. outpost on James Bay.

The train passes through lovely scenery and makes frequent stops. Buses available for sightseeing trips at stopovers.

Main centres along the way are Haileybury on lovely Lake Temiskaming, Kirkland Lake and Cochrane.

Retailers See Spending Up

High employment and wage earnings spell a bouncy level of business for the distributive trades in northeastern Ontario.

Retailers and wholesalers look now for some big growth as the area improves its position through tourism, more industry and expanded agriculture.

Consumer spending has pushed up in recent years.

• **Retail sales** total was $102 million in 1941, bumped to $279 million by 1951 and $370 million in 1956.

That's just under 7% of the over-all Ontario total.

Current yearly volume is an estimated $400 million.

• **Wholesale volume** flipped from $174 million in 1951 to $245 million in 1956, probably is running around $255 million now.

The big dollar volume lines:

Food and beverages dominate, followed by supplies and services for autos.

In food retailing, a big trend is toward more supermarket outlets. Several have been built, others are planned. And in the larger cities and towns, shopping centres are likely to make an impact.

One of the big factors that is adding more zip is the growing tourist travel through the region's expanding network of top highways.

It has been a sportsman's haunt for some time, but now it seems poised for a major leap ahead in family travel.

This will come on completion of No. 11 highway "over the top" to the Lakehead, as well as the alternate route, No. 17, along Lake Superior from Lakehead through Sault Ste. Marie and North Bay.

One of the top tourist centres, and a leading distribution city, North Bay, estimates $10 million is spent annually by U. S. tourists in the immediate area.

In varying degrees, retailers and wholesalers in other centres have the same kind of seasonal plum to work on.

But the key in distribution still remains the steady, healthy growth of population, employment and income throughout most of the region.

Gold mining communities — although they have had quiet periods in the past — are beginning to pep again.

Examples:

▸ **Kirkland Lake,** where a $450,000 food supermarket is going up. It's one signpost of the change.

▸ **Timmins,** where a local retail food chain is expanding rapidly, ($400,000 for a new supermarket) and there is talk of a new department store.

▸ **More attention from outside chains and voluntary groups.** The rapidly-growing department store chain of **A. L. Green Ltd.** of Montreal is reaching into the area, has established a unit in Sudbury shopping centre.

It spells hot competition for food and other retail dollars as independents, voluntary groups, local chains and big corporate chains battle it out.

Growth Boosts Hydro Demands

Most of Ontario Hydro's new hydro-electric developments during the next two decades will be concentrated in northeastern Ontario.

About two thirds of the remaining 1,800,000 kw of hydraulic power capable of economic development is in this part of the province.

Ontario Hydro's present plans tentatively call for the harnessing of these sites over the next 10 to 15 years, integrated with a program of expansion in thermal generating facilities — both conventional and nuclear — in other sections of Ontario.

Since 1945 soaring electrical needs of mines, factories, farms and homes in the Northeast have increased the demand for electricity by 205%.

Power demands during 1958 were affected by the strike at the **International Nickel Co. of Canada,** Ontario Hydro's largest direct industrial customer.

But much of this load loss was offset by the demands of the expanding uranium industry.

In mid-January of this year, demand exceeded the half-million kilowatt mark (502,900 kw) for the first time.

This record was attributed largely to industrial growth, particularly in the uranium fields.

In recent months load growth has averaged between 12% and 15% — considerably higher than the long-term rate of growth in the Northeast of about 7% a year.

Between 1945 and the end of 1958, Ontario Hydro's power resources in the region have been expanded by 19% to 300,400 kw.

For several years demands for electricity have exceeded generating resources in the Northeast and the balance of these requirements have been met by power transfers from the southern Ontario system.

Ontario Hydro's long-term program for new generation in the Northeast is expected to reverse the present flow of power from the southern Ontario system.

Projects under construction, together with those tentatively planned for development, far exceed existing demand in the Northeast.

The first two projects in this expansion program were announced in 1958.

Construction is now under way of new generating stations at:

• **Red Rock Falls** on the Mississagi River, 14 mi. northeast of Thessalon.

• **Otter Rapids** on the Abitibi River, 60 mi. northeast of Kapuskasing.

These new stations scheduled for initial service in 1960 and 1961 have an estimated combined cost of $57.5 million.

When completed, Red Rock G.S. will have a capacity of 38,000 kw and Otter Rapids 131,000 kw.

Otter Rapids is one of eight hydraulic sites situated in a relatively small area about 250 mi. north of Sudbury with a combined capacity of about one million killowatts.

Depending upon the rate of development and load growth in the Northeast, it may be necessary to transfer some of this power to the southern Ontario system.

Because of the distance involved, transmission costs are an important consideration.

If final investigation proves construction of generating stations at these potential eight sites is economical, transmission voltages in the range of 345,000 to 460,000 will have to be adopted to make power available to the South.

Ontario Hydro now is carrying out experiments in extra-high-voltage (EHV) transmission on a one-mile test line at Coldwater, 20 mi. northwest of Orillia.

Project Coldwater, as it is called, involves experiments in transmission of up to 600,000 volts — two and one half times greater than the highest voltage now used for the transmission of electricity in Ontario.

Test results are expected to furnish extensive data for the design of EHV systems capable of transmitting power economically over long distances.

Tentative plans envisage the construction of two EHV lines from the northern power sites on the James Bay watershed to Sudbury, and possibly to the Toronto area.

The most recent addition to Hydro's generating capacity in the Northeast was the installation of a 45,000-kw unit last April at the Abitibi Canyon plant.

The new unit raises the capacity of this station to 226,000 kw.

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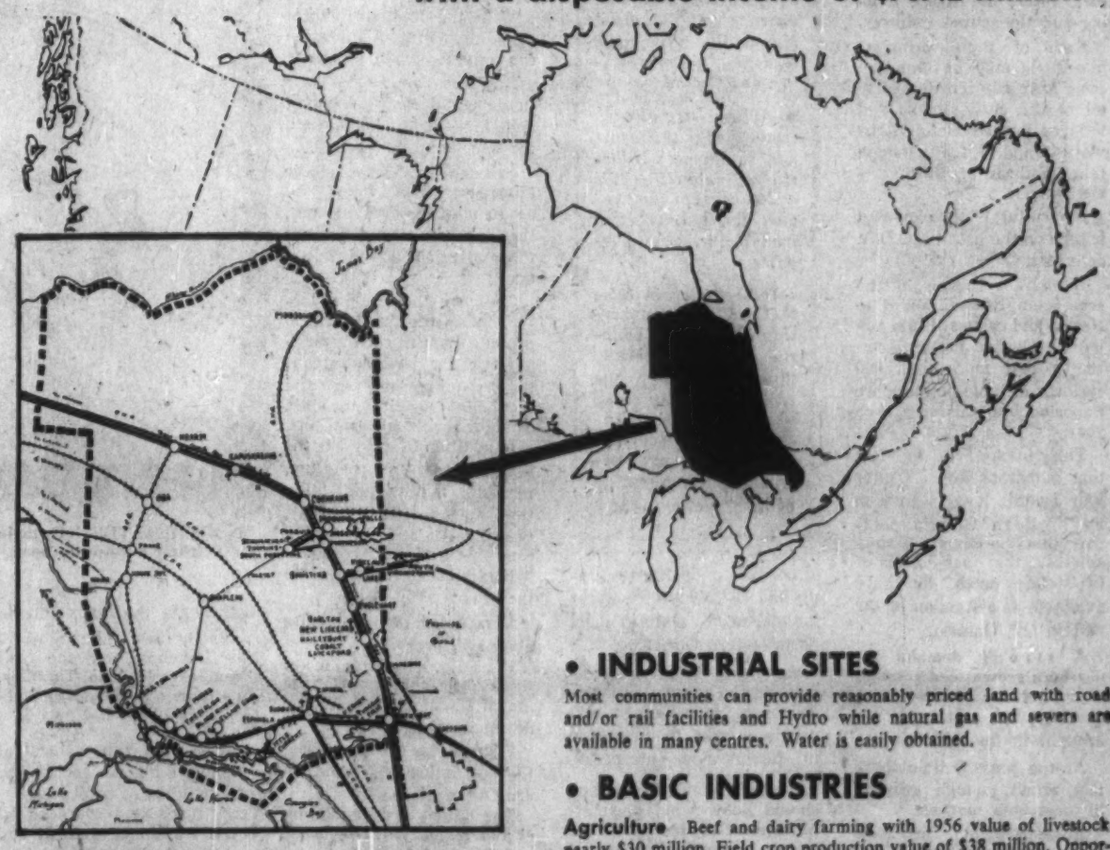
North-Eastern Ontario:

A GROWING MARKET OF OVER 480,000

with a disposable income of $737.2 million



LOCATION:

North-Eastern Ontario extends 300 miles west from the Quebec provincial boundary, north from Lake Huron some 200 miles north of Toronto. With an area of 105,000 square miles, its northern boundary is James Bay.

THE MARKET:

Population	481,000
Personal Disposable Income	$737.2 million
Retail Sales	$425.9 million
Manufacturing Plants	536
Employees	29,737
Farms	almost 8000

North-Eastern Ontario can easily serve the adjacent areas of North-Western Ontario (population 212,000) and North-Western Quebec (population 175,000) to comprise a major marketing area with similar conditions of some 870,000. The five major marketing areas in North-Eastern Ontario are Sudbury (165,000); Sault-Ste-Marie (75,000); North Bay (75,000); Timmins (50,000) and Kirkland Lake (50,000).

• INDUSTRIAL SITES

Most communities can provide reasonably priced land with road and/or rail facilities and Hydro while natural gas and sewers are available in many centres. Water is easily obtained.

• BASIC INDUSTRIES

Agriculture Beef and dairy farming with 1956 value of livestock nearly $30 million. Field crop production value of $38 million. Opportunities exist for beef cattle ranchers and potato growers.

Forest Industries This $175 million dollar industry derives its revenue from nearly every phase of woods operations and employs more than 13,000 people. Resources are available for the manufacture of pulp, plywood, particle board and lumber.

Mining In this field North-Eastern Ontario is truly the "treasure chest of Canada" providing much of the total Canadian mineral wealth to the markets of the world.

Tourist Industry A 1956 survey revealed accommodation for 38,831 visitors in everything from city hotels to wilderness camps. New highways provide ample opportunities for camp operators in virgin territories.

Others A ready market for consumer and industrial materials is awaiting development. Many communities are ideally located as distributing centres and there is an ever growing demand for business and professional services.

Information on request, including brochure with municipal data sheets and 1958 Economic Survey by Ontario Government available from

THE NORTHEASTERN ONTARIO DEVELOPMENT ASSOCIATION

447 Main St. E., North Bay, Ontario, GRover 2-1410

Northeast Farms Give Beef, Milk, Potatoes

BY THE
EXTENSION BRANCH
Ontario Department of
Agriculture

Northeastern Ontario is a vast and rugged pioneer land comprising over 105,000 square miles of rich forests, mineralized rock formations and farm land.

These rich forest and mineral resources form the basis of the region's economy, which is gradually becoming more diversified with the rise of manufacturing, construction and service industries.

Although the high wages and employment opportunities provided by industry tend to draw workers from the farms, agriculture continues to make a substantial contribution to the economy.

Most of the farm products find a ready market in the mining and industrial centres which offer an expanding outlet.

Future agricultural expansion is possible if the rich soils of the Clay Belt are cleared of their dense forests, a task which requires toil and perseverance on the part of the settlers.

Algoma

The District of Algoma is north of the St. Mary's River which connects Lake Superier with Lake Huron.

Although this district is noted mainly for its lumbering and mining endeavours, nevertheless there exists an excellent farming potential.

At present there are approximately 1,115 farms situated in the midst of a very rich mining area.

Farming is mainly of two types: dairying and beef raising.

The dairy farmer has little trouble marketing his product as the city of Sault Ste. Marie with a population of 40,000 requires a continuous supply of milk.

The town of Elliott Lake which is rapidly reaching the size of a city also requires a large volume of milk and milk products.

The other main farming enterprise is the raising of beef cattle.

This is confined mainly to the most eastern part of the district, near the towns of Thessalon and Iron Bridge.

The type of cattle raised are feeders which are sold by auction each fall through the Algoma Co-operative Live Stock Sales.

The main cereal crop is oats. Some barley and a little wheat is grown. Potatoes grown in the district find a ready market in Sault Ste Marie and neighboring towns.

At the present time there are many vacant farms in the district, but with the rapid increase in the population of Sault Ste. Marie and district many of these farms are being returned to productivity.

Cochrane North

Since the end of the war, agriculture in this district has followed the same trend as Canadian agriculture.

Many farmers have left the farm because they were unable to produce economically while those who remained are better and bigger farmers.

Actually, a greater acreage of land is under cultivation and there is a continuous increase in the livestock population.

Most of the farmers are engaged in the dairy industry.

Seventy-two of them are producing daily about 24,000 lb. of fluid milk which is shipped to four pasteurizing plants.

A larger group of farmers are shipping cream to the three local creameries.

An increasing number of farmers are engaged in the production of beef cattle and in the not-too-distant future their numbers may surpass those in the dairy industry.

During the past five years, several carloads of breeding stock were shipped into this district from southern and western Ontario.

The frequent rains, cool climate during the summer months and fertile soil ensure five months of good grazing on pastures and result in the production of abundant crops of good quality hay.

These conditions also favor the production of high quality potatoes.

An increasing number of farmers are engaged in this enterprise, while the thousands of acres of sandy loam available make possible still greater production of seed and table stock potatoes.

Several thousand acres of good soil are still available for farming and could be cleared to produce good crops.

This area is also ideal for raising beef cattle and production could be increased to supply the growing local market as well as to meet the demand for feeder and stocker cattle in southern Ontario.

Cochrane South

The principal farming activities in this district are dairying, mixed farming, beef raising, potato and vegetable growing.

One of the first demands upon the early settlers was to supply local needs in fluid milk.

Later on, a limit to this demand developed and some of the settlers were forced to include other livestock, such as beef cattle, sheep, swine and poultry.

As good mixed farming requires considerable expense, a number of the farmers, particularly the part-time farmers, have gone in entirely for beef raising.

Returns for cash crops are not as high as in the early years and the demand for hay is growing smaller every year.

In the main, prospects for future agricultural development are good.

There is no limit to the number of farmers who could establish themselves in this district, although some might have to become part-time farmers for a while.

Manitoulin

Farming on Manitoulin centres around the livestock industry.

This includes raising approximately 25,000 cattle with a smaller number of sheep and hogs.

Turkey raising is an important industry on several farms with production amounting to approximately 40,000.

Beef cattle production accounts for the major percentage of the total cattle numbers.

A large number are marketed as stockers and feeders and a smaller number as fat stock.

An increasing dairy industry to serve the needs of the Elliot Lake area is in evidence, with over 40 milk producers owning over 1,000 head of dairy cattle, mostly Holsteins.

Of course, related enterprises of cereal grain, hay and pasture production are evident on nearly every farm.

Additional income on many Manitoulin farms is derived from the sale of pulpwood to two large pulp and paper companies with branches located on the island.

Prospects for future agricultural development would appear to be somewhat restricted.

Although large areas are still uncleared, it seems unfeasible to clear them on account of shallow and unproductive soil, adverse drainage conditions and other factors.

Many farms use these areas as rough pasture land.

At present, new land is being developed, mainly as an addition to present farms, where there is a good potential for producing cereal grain, hay and pasture crops.

Future agricultural development will centre around the long-term trend to larger farms, with the smaller farmer finding it increasingly more difficult to survive.

Increased mechanization, better cultural practices, increased volume, both in cattle numbers and acres devoted to crop growing, are all trends to be noted.

Nipissing

The economy of the Nipissing District is based mainly on forestry, light manufacturing and farming.

The tourist industry is also important in Nipissing, which contains more tourist establishments than any other district in northern Ontario.

Farming has been developed to supply urban centres such as North Bay and Sturgeon Falls and a large amount of fluid milk for the Sudbury market.

Oats is one of the principal crops in the area and yields are usually good.

Sudbury

Dairying is the most important activity in this district.

Approximately 450 farmers supply fluid milk to the Sudbury and district markets. In addition, a large number of farmers produce cream for butter.

Potatoes are an important crop, particularly in the valley area north of Sudbury.

With favorable weather conditions, the 1959 crop is estimated at 500,000 bu.

Market gardening, small fruits and vegetables are also important.

Beef production has increased during the past two years.

A few farmers raise sheep with the bulk of the lambs shipped to Toronto and sold on a co-operative basis. There are also several farmers producing eggs, turkeys and hogs.

General indications for continued industrial development will mean further increases in population and better markets for farm produce. Increased requirements for farm products offer a bright future for agriculture in this District.

Temiskaming

The principal farm activity in Timiskaming is the sale of milk and cream, due to the ready market and steady income.

The whole milk market is open to about 80 shippers.

Four creameries, one cheese factory and one ice cream plant provide additional outlets for milk and cream.

In the past few years reasonably good prices for beef cattle have resulted in considerable interest being shown in improving and increasing beef herds.

The area produces excellent grass and hay and beef animals can be produced with a minimum of other feeds and not too expensive buildings.

Sheep have done exceptionally well over the past 20 years or so.

About 35 farmers are keenly interested and turn out some really choice lambs every fall. A few farmers specialize in poultry.

Some farmers are in the register grain-growing business, shipping some 15 to 20 cars of registered grain a year. Garry Oats is the principal registered grain grown. Timothy and clover seed are also grown in considerable quantities.

With the exception of the whole milk market, there is plenty of room for all these projects to expand and an outlet for what would be produced.

Farming in the Northeast

ACREAGE

District	No. of Farms	Total Acreage Improved Land	Total Acreage Farm Land
Algoma	1,115	86,807	209,645
Cochrane	1,772	116,416	300,767
Manitoulin	988	67,940	282,106
Nipissing	1,114	81,618	229,582
Sudbury	1,402	83,800	246,984
Temiskaming	1,555	137,202	302,046

FARM VALUE OF FIELD CROPS

	Oats	Potatoes	All Field Crops
Algoma	$430,100	$128,000	$2,081,590
Cochrane	658,100	413,000	2,946,140
Manitoulin	278,500	47,400	1,860,980
Nipissing	689,400	176,300	2,105,610
Sudbury	697,000	551,000	2,240,040
Temiskaming	939,200	135,200	3,301,640

LIVESTOCK AND POULTRY PRODUCTION

	Cattle	Sheep	Pigs	Horses	Poultry
Algoma	18,766	4,305	2,689	1,168	83,625
Cochrane	17,030	2,286	4,185	1,459	92,787
Manitoulin	25,092	15,793	3,776	1,405	50,374
Nipissing	21,062	2,326	4,030	1,269	54,494
Sudbury	16,436	971	3,729	1,143	75,585
Temiskaming	25,026	8,258	5,881	1,499	100,145

Source: DBS, Census, 1956.

Smooth Rock Falls Division, on the bank of the Mattagami River, where Abitibi's high quality bleached sulphite pulp is made and shipped to manufacturers of fine paper, tissues and paper boards in Canada and the United States.

Iroquois Falls Division is Abitibi's largest newsprint mill. Its annual production capacity is 274,120 tons, and top quality newsprint from its paper machines is shipped to newspaper publishers in Canada and the United States.

Sturgeon Falls Division is the home of Abitibi's corrugating medium for box makers in the United Kingdom, U.S.A., and Canada; Abitibi's famous woodgrains and other hardboards, and Abitibi Particle Boards for industrial and consumer markets.

Abitibi — tomorrow and tomorrow and tomorrow...

Growing successive generations of forest trees is the objective of Abitibi's forest management program.

Forest management must prevail in the yesterdays and todays for the operation of our mills in all of the tomorrows that we can see in the future...and it is an exciting future.

It is like saying that forest management begins before products are made. Quality products like Abitibi Newsprint, Bleached Sulphite Pulp, and the full range of famous Panelboards and Particle Boards.

Operating in today's vigorous free enterprise, the company has built a solid foundation for the future prosperity of the districts in which it is located, and thereby, has substantially contributed to the growth and progress of Northern Ontario.

ABITIBI POWER & PAPER COMPANY, LIMITED

SMOOTH ROCK FALLS IROQUOIS FALLS STURGEON FALLS

Potentially Rich Land Waits For Full-time Farm Operators

Farming in the northeast is only beginning to roll toward something like its potential.

Potentially rich land is waiting for the "right" settlers.

Solid, full-time farm operators have already proved it can be done.

In their different ways, French-Canadian Ernie Robert of Earlton and German-born Karl Doran of the Timmins area point up the solid base that is forming in northern agriculture.

Sun-bronzed, genial Robert has made a life of farming.

He has successfully moved from the traditional ways of horse-and-plow to the big-acreage, heavy investment type of dairy agriculture that marks the industry today.

"The trend is more and more to this," he says, sweeping a hand toward his equipment representing around $30,000 investment.

"And you've got to have lots of land too."

Forty-six year old Robert works 500 acres in the rich, level Clay Belt area that runs north from New Liskeard.

The farm is actually four farms which Robert has merged into one well-managed operation.

He migrated at age seven, with his family from the Eastern Townships of Quebec, recalls taking only four loads of hay from 40 acres. **Now, he expects a ton from every acre.**

His stables are air-controlled by fan system. There is a push-button, mechanical manure loading installation.

"It has to be this way to be economic."

Much farther north, near Timmins, another farmer finds the same thing. Karl Doran has been on his 280-acre property only 10 years.

Although not in dairying, he is faced with the same push toward bigger capital outlays to keep pace with the times.

Doran, with a 6-ft. depth of black, rich soil ("It's better than the Holland Marsh"), has set up an efficient market gardening operation, now wants to join the trend to beef-raising in the north.

"It might cost $15,000 to get started," he estimates. That would give him 40 head of Herefords, an economic size.

Behind this plan is the thought that vegetable waste from the gardens could be turned into something that pays: Feed for the beef cattle. It illustrates another facet of modern farming that resembles industry. That's the need to eliminate waste and cut costs.

"My big problem is capital investment," Doran admits.

Machinery and buildings needed for market gardening represent heavy outlays, now entry into beef will add to the investment.

But Doran, who came north to work in mines in 1936, is plunging into the new way of agriculture with plenty of confidence.

"My beef venture risky? Well, I've carefully carried out a pilot run on a few last year. All my ideas seemed to work."

Nearby, in the town of Timmins, Dr. James McClinton explains:

"We don't need a long growing season to grow top-quality produce."

Lush crops in developed farmland seem to bear him out.

And, as the region's industrial promoters like to point out, there have been several "Potato Kings" from the northeast.

But Dr. McClinton, long-time student and booster of the north, can see one way to give agriculture a lift.

"Our governments have done good work in research on the production phase of farming," he says.

"But they have been less active in plans to bring settlers here and in studying the land potential.

"In mining, there are surveys and maps made and studied of potential areas. But where are our farm surveys?"

For the future, spokesmen like to forecast an end to shipping top-quality seed potatoes to Prince Edward Island, then watching the P.E.I. produce come back to food stores of the north.

"We also burn when Texas turnips grab off the market when we have proven that our own short-season vegetables are superior in taste."

POTATOES THRIVE in the Northeast. This field of Cherokee variety, grown at Englehart produced about 300 bu. to the acre in growing season from May 24 to end of Aug.

Railways Studying Patterns

Canada's two major railways are taking another look at Northeastern Ontario.

CPR is looking closely at development of traffic patterns effected by the St. Lawrence Seaway.

It's believed there may be changes in import and export routes for products other than grain through the development of lake ports as major ports for ocean vessels, although it's still too early for any major developments in this field yet.

An example of how rail freight traffic patterns can develop is the shipment of iron pellets, ore concentrates and ore from Little Current.

This has long been a receiving point for CPR coal. Now mine product shipments are loaded for Europe and the U. S. directly into appropriate vessels. This traffic resulted from construction of branch lines into the Manitouwadge area in 1957.

Britt, Ont., has become a major terminal for oil companies who have taken advantage of excellent harbor facilities there. Again, these facilities were used in past years by CPR for berthing coal-carrying vessels.

There have been changes internally in the railway's organization. **Chapleau is becoming the major diesel locomotive maintenance shop** in Northeastern Ontario. There will be 83 locomotives assigned to it when plans are completed.

In Blind River and Spragge areas, demand for facilities by uranium mining industry has meant building of miles of sidings. At Cutler, Ont., other sidings have been built to service a sulphuric acid plant.

Acquisition by **Smith Transport**, CPR subsidiary, of **Deluxe Transport** and its subsidiaries is further evidence of the railway's bid to extend its trucking services throughout this area of the province.

A major development which will affect every part of the railway's far-flung network in the province — a major track hump yard at Agincourt, Ont., costing $15 million, will be used to classify freight cars arriving from all points of the province into Ontario's most heavily industrialized area.

CNR is undertaking reorganization of its whole railway setup right across Canada. Northern Ontario is the first area in which this planned improvement and organization is being put into effect.

Across the Northeastern part of the province, the CNR has spent millions in upgrading track to supply a good solid roadbed for diesel engines.

Besides modernizing of track, helped by scientific research which has improved life of ties from 10 to 30 years, main divisional points like Hornpayne and Capreol have been centralized on Capreol, CNR's geographic centre of operations for its Canada-wide operations.

Over the improved roadbed, diesels are pulling standard - length freight trains of 110 cars instead of the average 70 cars of a few years ago.

By end of next year, CNR will be completely dieselized with diesels pulling larger trains across the continent in a shorter time with fewer stops.

Installation of equipment for centralized traffic control is underway.

CNR's program for systematic application of CTC takes in over 4,000 mi. of transcontinental main line.

In Montreal, it's building a $28 million automatic freight yard, a "brain" that will use radio, television and computers to marshal a daily jumble of 7,000 freight cars bound for as many as 100 Canadian destinations.

In 1958 CNR installed cable, foundations and ground equipment from Capreol to Foleyet on the Ruel subdivision and from Hornepane to Nakina on the Caramat subdivision. Ruel subdivision CTC went into service in June and Caramat division will be in service in October.

CTC being installed consists of power-spring siding arrangements with signal blocks extending from power switch to power switch. It's proposed to control 300 mi. to 450 mi. of track distance from each controller.

Ontario Northland Railway, owned by the provincial government, and operating a 440-mi. line from North Bay to Moosonee on James Bay, as well as several secondary lines to provide service to mining areas such as Mountain Lake and Timmins, faces the prospect of great future expansion and traffic with the development of an ocean port at Moosonee.

Total revenue earned by the railway in 1958 was $15.2 million as against $14.8 million in 1957.

Hill-Clark Francis is Giant In Building, Lumber Trades

"If there's a new development, we'll likely be there."

This is hardly an idle boast by an official of Northeastern Ontario's far-reaching, well-established giant of the construction, lumber, woodworking and building materials field.

At New Liskeard, head office management of **Hill-Clark-Francis Ltd.** cocks an aggressive eye to new mining and industrial development while steering the affairs of its numerous divisions and subsidiaries through roughly competitive times.

"Our story is the story of mining and other development in the north," says President John McKee.

From Cobalt to Blind River, the company has moved into boom developments to build the plants, head frames and housing that follow successful ore finds.

The still privately-controlled firm has spread through varied sectors of the building industry from a small, shoe-string partnership that started in New Liskeard in 1906-07.

First job: To build one house.

Business of its construction divisions now runs into many millions annually, net income of the firm is probably over $20 million.

Here's how it breaks down its varied operations:

- **Two separate divisions** handle construction in northern Ontario and Quebec, and a subsidiary firm handles southern Ontario work out of Toronto.
- **A large capacity woodworking** plant is operated at New Liskeard by company's wood products division.
- **Retail division** includes building materials outlets in several cities and towns, soon will reach 10 when present program is completed.
- **Two subsidiaries** carry on lumbering operations at Cochrane and New Liskeard, another makes and supplies pre-engineered homes and retails building materials.

The firm's roots are deep in early growth of the north.

Leonard Hill, taking on a house building job after moving to New Liskeard in 1906, brought in a carpenter as partner, John Clark.

The two prospered. They brought in a third partner, Frank Francis, a construction man, took over a small factory to supply millwork for their construction jobs.

Boom at Cobalt saw the young firm cash in on an early mining development in the north. From then on, its star was hitched closely to mine development all across northern Ontario and Quebec.

The gigantic Porcupine project followed, then Kirkland Lake, Noranda, Val d'Or.

More recently, HCF spearheaded the construction phase of the Blind River uranium crash program — its biggest job in a long history of riding the mine booms.

It probably carried out $15-$20 million of business in the camp, at one point had 500 men on the job.

Besides the headframe and housing construction in new towns, the firm is active in institutional building in both new and old communities of the northeast and elsewhere in Ontario and Quebec.

Current jobs, for example, include $1.4 million school projects in Sudbury, Timmins and Mattawa, plus hospital and major supermarket and store building in Kirkland Lake, Timmins and North Bay.

In the planning stage are HCF's own new head office building in North Bay plus a six or seven floor rental office building downtown in that city.

Behind the HCF building activity, two controlled lumber firms, **A. E. Wicks Ltd.** and **John W. Fogg Ltd.**, provide spruce and pine not only to the parent but to other lumber consumers as well. The Wicks output alone runs to around 50 million ft. of lumber yearly.

A great deal of growth and diversification of HCF has been packed into post-war years.

It acquired **Halliday Co.** of Burlington, Ont., in 1951, one of pioneers of pre-fabricated (or pre-engineered) homes and cottages in Canada.

The deal gave HCF a prime position in the growing field, plus several retail building supply stores operated by Halliday.

In a later move, HCF took over **Gatehouse Bros. Ltd.** of Toronto as a subsidiary. Gatehouse, a construction firm, operates in southern Ontario.

Another phase of development:

Overhaul of the company's entire management picture to smooth out old rough spots.

To do it, the company brought in **ex-Ford Motor** executive W. G. Wallis as general manager and executive vice-president.

One signpost:

Complete re-modelling jobs in past year on several of HCF building supply outlets.

But mining still looms large in this company's picture.

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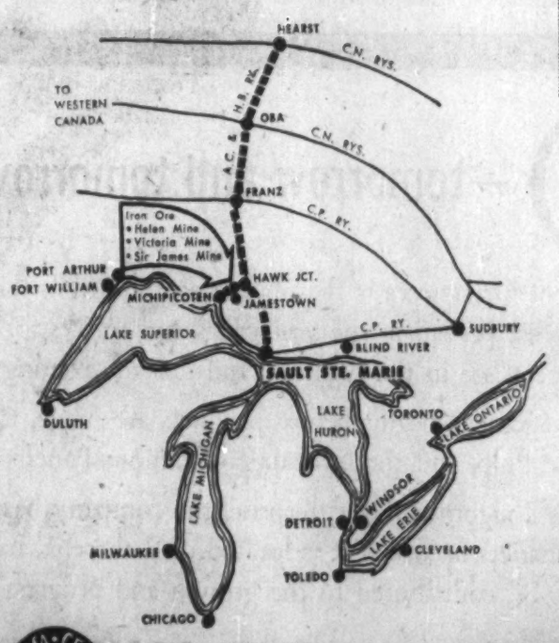

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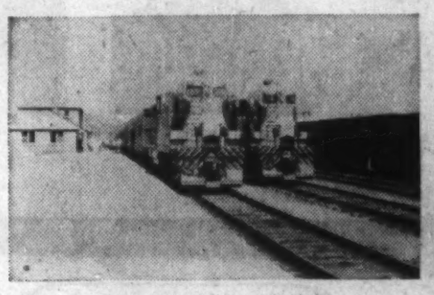
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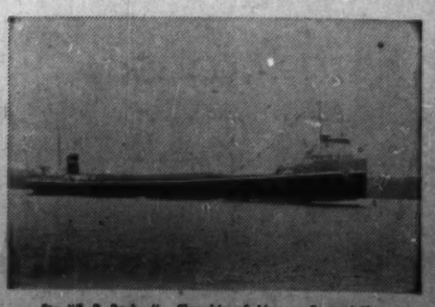
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Better Roads Speed Search for Minerals

"Treasure chest of Canada" is the apt description of the contribution of mining in the eastern half of northern Ontario.

The spark that flamed into today's hard-rock mining industry in Canada was ignited as a young nation probed northward from the Great Lakes during the big railway-building era.

The nickel-copper riches of Sudbury were found in a rock cut for the east-west CPR line, Cobalt silver and the rush into northern gold camps came with a hammer thrown by a railroad blacksmith that hit a silver-rich rock.

Today, the dominent position of the nickel mines at Sudbury and the new uranium mines at Elliot Lake is recognized throughout the world.

Iron ore production, started in the region by **Algoma Steel**, is rapidly becoming increasingly important with a new U. S.-financed mine in production at Moose Mountain near Sudbury and Algoma planning extensive expansion.

A few statistics illustrate the extent of mining in northeastern Ontario.

- **Total production runs at some $700 million annually.**
- **Uranium produced at Elliot Lake will run at an annual rate of some $290 million.**
- **Gold production** from the rich Porcupine, Kirkland Lake camps (also as a by-product in base metal operations) totals something like $70 million a year.

This 105,000 sq. mi. section of northern Ontario is practically all part of the Pre-Cambrian Shield — the vast horseshoe-shaped eroded mountain range that only reluctantly gives up some of its riches.

So far, most mineral developments have been on the fringes of the Shield. But as Canadians pioneered new transportation techniques — the bush plane, muskeg tractors — as rail lines and lumbering roads pushed through bushland, more discoveries were made.

The series of rushes of people into northern Ontario that followed development of Cobalt silver, Porcupine and Kirkland Lake gold, giant-scale nickel-copper mining at Sudbury, iron at Michipicoten and most recently uranium at Elliot Lake also resulted in other mineral finds and in establishment of better bases for future development.

Today, the older known mineral-bearing areas are getting a fine-tooth combing to see if they justify development in the light of present economic conditions. And, use of modern prospecting techniques — especially airborne instruments — pinpoints the most promising new areas for exploration.

With new roads planned to criss-cross larger areas, exploration is expected to accelerate and economics of developing and mining known mineral deposits could change enough to make more ore profitable.

Northeastern Ontario mining is going through a transition period — digesting the boom of a few years ago while it waits for world conditions to bring about another boom.

Here is a brief picture of activity in producing areas.

▸ **Gold** — the lure of this yellow metal brought the early settlers into the north.

For some 50 years it has provided the base from which prospectors and developers could build their stakes to move into other parts of Canada.

In the Porcupine camp, the giants like **McIntyre, Hollinger and Dome** have used profits from gold to build assets in base metals, iron and oil. Porcupine is the largest gold camp and last year had production worth some $39 million.

Kirkland Lake and Larder Lake together rank second, largely because of **Kerr-Addison Gold Mines** at Larder Lake which annually produces more than $18 million of the precious metal. Kerr-Addison is in the midst of a long-range expansion program that is opening up more gold ore at depth.

Generally, the gold mines have been squeezed between a fixed price for the metal and rising costs.

But by careful management and with the aid of the federal government's Emergency Gold Mining Assistance legislation, many of the mines have been able to keep going.

The assurance that this cost-aid assistance would continue for three years has sparked an expansion in Kirkland Lake and Timmins and the mines are attempting to further improve efficiencies and find richer ore.

▸ **Uranium** — this is the first year of full-scale production at Elliot Lake's 10 mines — the largest uranium camp in the world.

Elliot Lake brought a new town and a new boom along the north shore of Lake Huron.

While there is considerable uncertainty over the few years after contracts expire in 1963, there isn't much doubt that Elliot Lake mines will be important sources of uranium once world atomic energy programs get rolling.

In addition, ore in the area contains a large amount of thorium and already a small operation has been built to extract thorium.

Principal company in the area is the U. K.-backed **Rio Tinto Mining Co. of Canada** which operates **Algom Uranium Mines, Milliken Lake Uranium, Northspan Uranium, Pronto Uranium** (near Blind River).

Consolidated Denison Mines is the largest uranium plant in the world, treating 6,000 tons daily and is associated with **Can-Met Explorations.**

The area near Blind River has a copper property (Pater) which recently was acquired by Pronto for future production should copper prices improve.

▸ **Nickel-copper** — the Sudbury basin, ringing the city of Sudbury, is the source of some 80% of the world's nickel, all of Canada's platinum, somewhere near half of Canada's copper production.

Falconbridge Nickel and **International Nickel Co. of Canada** are the big producers with small **Norduna Mines** shipping ore to Falconbridge — its controlling shareholder.

Nickel Rim Mines closed in the summer of 1958.

The mines have just battled through a period of surplus supply for both nickel and copper but as economic conditions improve throughout the world, demand has picked up sharply.

Temagami Mining is a high-grade copper property in the popular tourist district near North Bay.

It has been opening up pockets of rich ore and has installed a small mill. Exploration throughout this area has stepped up as copper prices and markets improve.

▸ **Iron ore** — the Michipicoten range north of Sault Ste. Marie is the principal source of iron ore with **Algoma Ore Properties** producing at the rate of about 1.8 million tons of sinter annually.

Reserves are extensive and await only building up of markets and expansion of treating plants.

The product turned out by Algoma Ore is so desirable that the company had no difficulty maintaining sales during the U. S. business setback in 1958.

Lowphos Ore, a subsidiary of the **M. A. Hanna Co.** of the U. S. has gone into production at its Sudbury area open pit after being delayed a year because of general business conditions. It ships to **National Steel Co.** at Detroit.

SUPPLIERS to mines prosper. This 6,750 lb. breaker ball from Wabi Iron Works, New Liskeard, is for use in the asbestos mining industry.

Miners' School Grows

The northeast's far-famed technical school for budding mine management is poised for new growth in the next few years.

O. E. Walli, principal of the Provincial Institute of Mining at Haileybury, outlines the trend:

Registration may hit 90 mark this year, about same as 85 students enrolled last year.

But in next five years, applications for admission will grow. Registration could reach 160.

The approaching increase will swell the nearly 500 graduates of the school (since 1945) now found in many top-level mine management positions all over Canada and in mining projects elsewhere.

"You'll find them in **Hollinger, Asarco, Inco** and **McIntyre.** They are located all the way from Tilt Cove, Nfld., to Peru — wherever there is mining," Mr. Walli points out.

He sees the institute's big contribution as a filling of the gap in the need for technically-trained men for mining, the gap left by universities.

"We draw our enrolment about 50-50 between mine areas of the north and cities of the south," the principal says. Many are from other provinces.

An extension to the school has just been finished. It will boost capacity to 160 students —the figure that may be reached in next five years.

A high-level, two-year course in mining and related subjects is offered.

The course includes English, mineralogy, geology, general chemistry and ore analysis, physics, statics and strength of materials, fire assaying, mining, milling and ore dressing, surveying, drafting, foremanship, shopwork, and mathematics (trigonometry, senior algebra, analytic geometry).

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Industrial Minerals Show Bright Prospect

New forces are at work to prove the oft-quoted belief that "the full potential of northeastern Ontario has not yet been tapped."

Even in mining, the tremendous strides of half a century or more may represent only scratchings on the surface.

A man who subscribes to the theory is Hans F. Wiemer, a German chartered accountant who arrived in Canada one day in 1951 with $20 in his pocket.

At the time, his family totaled seven.

But he plunged into his new life, working as accountant and purchasing agent for new uranium mines in the Blind River area.

Today, he lays plans for full-scale participation in what he believes will be a growth sector of industry in north:

The mining and marketing of industrial-type minerals.

Dogged and determined, Wiemer has methodically learned the ropes of a new craft.

He has:

- **Found, staked, explored, tested and started** a pilot plant operation on a garnet property at River Valley, between North Bay and Sudbury.
- **Staked and explored several other prospects** of garnet, kyanite, feldspar, gold-bearing quartz in the area.
- **Acquired working option** on deposit of black granite.

Wiemer, devoting full-time to his mineral prospects since 1957, first became interested in the field when he bought a farm at Markstay, not far from site of his River Valley property.

He found an outcropping of garnet on the farm and decided he wanted to know more.

That led him into prospecting, geology, treatment processes and markets for garnet, plus the other minerals of the district.

"Out of necessity, I am my own prospector, mining engineer and mineralogist," he jokes.

But he goes by the title of general manager of his newly-formed **Industrial Garnet Co. Ltd.**

"It's my idea to develop, mine and market the products from my properties," Wiemer says. "Selling out majority interest to a big company doesn't appeal to me."

Right now, several major organizations are showing interest in the industrial mineral prospects of the whole northeastern region.

And part-time prospectors, particularly, are scouting and checking out interesting showings.

Farther north, around Timmins, a deposit of spotted porphry is being investigated. Held by Englehart businessmen, the prospect is now being looked into by **Paymaster Consolidated** under a working agreement.

This material, which could be taken out in large slabs, would require sawing and polishing for use in building and facing of buildings.

First step: To test its qualities in actual construction on a Toronto job.

The black granite on Wiemer's holdings, actually owned by Nipissing Black Granite Co., could be used in monuments. But its big market would be in building, as ornamental stone, stone chips for stucco, terrazzo and artificial stones and roofing granules.

In the meantime, garnet production is well on the way to being a full operation.

"Three years of research and testing showed it to be of quality required by abrasive industry," Wiemer says. He sees his output split between U. S. and Europe, since Canadian market is relatively small.

A crushing and grinding plant has been built. Besides crushing and separating, the material must be heat treated, the costly phase of the project.

Wiemer claims recovery of 30% garnet, compared with 7% by the biggest supplier in U. S. He's counting on this recovery factor to give him an advantage in marke'

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Forest Industries Trim Costs

Forestry and forest-based industries are rolling through sharply competitive times.

The big industry—it ranks second only to mining in northeastern Ontario—is undergoing constant shifts and changes to tailor its product for domestic and world markets.

An over-all view:

- **Led by pulp and paper interests,** industry is whacking hard at its cost structure to keep prices competitive with other world sources.
- **There's a trend toward more diversification** in the forest-based industries.
- **Research and development** are playing a bigger role, to provide broader bases, new products, and for conservation reasons.
- **Operators are becoming bigger,** illustrated in the sawmill picture where fewer but bigger units remain.
- **There has been stiff competition** for sawmills from wood substitutes. Result: growth has not been proportionate with growth of building and housing.

The over 200 sawmills, seven pulp and paper mills and 50-plus other wood-using businesses produce a gross output of over $160 million.

After slow-up in the recession of 1957-58, pulp and paper has again picked up steam.

But still formidable problems are cost levels plus the discount on U. S. funds.

As in case of other exports, the exchange rate has bitten into receipts from export of newsprint to U. S.

Pulp and paper interests are pushing programs to keep costs in line. They are doing it by increasing productivity per man, in woods and mills, and by urging labor to keep the industry's competitive position in mind.

Also part of the battle against costs:

Industry is taking strong stands against rising freight rates, calling for revision in tax structures—to gear them to the special problems of an export industry.

There is no doubt that attempt to boost productivity have been successful in recent years.

(Over-all, industry claims that east of Rockies, output per man in woods has been sharply bettered. It now takes 27% fewer man-days to cut and move a cord of wood than 10 years ago.)

Pulp and paper in the northeast—centred on seven mills—dominates the woods and wood-products industry in terms of employment, output value.

Production accounts for around 70% of total gross value and employment runs to over 50% of total in this section of the area's economy.

The industry's output includes: Newsprint, woodpulp, paperboard, wrapping paper and tissue, book and writing paper.

Newsprint is primarily an export product to U. S. Other products are marketed in Canada, with some going overseas.

Big changes have been sweeping the sawmill sector of the forest industry in past decade.

Number of sawmills has generally been declining, although individual operations tend to be larger than previously.

Example:

In six-year period from 1949, number dropped from 388 to 245 for a sharp 37% decline. But in the same period, gross output value was up 4.9% and net sales value was 8.5% higher.

But volume has been dropping off despite the over-all rise in other industries, including those which use wood.

The reason:

Severe competition from substitutes for wood.

Another factor affecting sawmill product is the trend to greater use of wood products. In other words, many products that were once waste are being used—hence cutting into demand for sawn lumber.

The great growth of marketing of panels—glued together from cuttings that were once waste—is an example of what has been happening.

Another development — "synthetic" lumber from shavings—has also had an effect.

Net result of these factors:

Lumber - using industries (such as housing) may rise, but lumber may have to be satisfied with only a share of the growth that it would have enjoyed a few years ago.

Despite these shifts, demand is expected to be strong as the population increases and house-building continues to be active.

And the development of new uses for lumber products does stimulate the forest-based industry generally.

A buoyant sector in the woods is the wood-using industries, including makers of furniture, door, sash and planing mills, veneer and plywood manufacturers.

Rise in product value in this sector has been over 90% in a decade. And number of plants is growing.

They tend to follow the pattern of construction activity more closely than sawmills and appear to be winning a proportionate share of the rise in building and construction.

But in the future, they too may face growing challenge from substitutes—such products as metal and plastic.

Behind the mills and plants, a gigantic woodlands industry provides employment for hundreds of persons (over 3,500) and turns out a gross product of more than $9 million.

Several small operators flourish in this sector, along with much bigger businesses.

They provide the needed raw material for the pulp and paper mills, for the sawmills and wood-using industries.

Says a government forester in the Swastika district:

"Our big objective is to reach a perpetual or sustained yield basis, but demand for wood is very heavy."

Demand for jackpine sawlogs is high.

But a trend: More call for poplar.

"In eight-year period to 1958, poplar utilization is up 45%. More of it is going into timber flooring for the mines, for one thing," the forester says.

Right now, some white birch is being used for veneer and efforts are underway to widen its market.

Some operators, once content to concentrate on two or three species on their limits, are now trying to widen their markets for greater use of the trees available.

An example of new trends in forest industries is the production of plywoods.

At Kirkland Lake, **Jamar Plywood Co.** is in its sixth year of plywood output in a much-expanded, 62,000 sq. ft. plant in a predominantly gold mining town.

Backed by local capital, Jamar uses poplar mostly but is using some white birch for facing and back of its 4 ft. by 4 ft. panels.

"We are constantly considering widening our output to get away from dependence on building industry," says Sparling Little, Jamar manager.

Three major companies dominate the pulp and paper industry of the northeast: **Abitibi Power & Paper Co., Spruce Falls Power & Paper** and **KVP Co.**

Abitibi operates four locations in the northeast:

- **Newsprint** at Iroquois Falls.
- **Newsprint and groundwood papers** at Sault Ste. Marie.
- **Bleach sulphite pulp** at Smooth Rock Falls.
- **Corrugating medium, hardboards and particle boards** at Sturgeon Falls.

Company's newsprint operations have benefitted from the general improvement in business conditions earlier this year.

But still among prickly problems are level of costs in relation to outside competitors, discount rate on U. S. funds.

(In first half, company notes average discount rate was 3.3%, up from a comparable 1958 average of 2.63%. Since then, rate has bumped still higher.)

Total output of all products by company last year was 9% lower than peak year of 1956.

The picture at northeast locations:

- **Scandinavian competition** is affecting operations of corrugating board machine at Sturgeon Falls. Initially, output from here went to U. S., later split between Canadian and U. K. markets. Right now, Finnish product is making bid in U. K.
- **Also, hardboard and plateboard** mills have to meet tough competition.
- **At Iroquois Falls,** a recent improvement has been installation of equipment for burning natural gas, eliminating need of high-cost freight in bringing in coal.
- **Abitibi is believed to be considering** a high-yield sulphite plant at this mill in next year or two.
- **Output at Smooth Rock Falls was down in 1958.** There has been some switching of big U. S. consumers from the bleached sulphite product to bleached kraft pulp.
- **At Sault Ste. Marie,** diversification has been a policy. Machine has been converted for output of rotonews for use in weekly supplements. A brisk market has made this change a major success for the company.

Rated capacities of these plants for this year: 274,120 tons and 99,792 tons newsprint at Iroquois and Sault Ste. Marie respectively, 71,000 tons tons sulphite at Smooth Rock Falls and 26,000 tons at Sault Ste. Marie, 9,200 tons groundwood specialties at Sault Ste. Marie, 40,040 tons corrugated board, 61.6 million sq. ft. hardboard and 17.5 million sq. ft. particle board at Sturgeon Falls, 13,200 tons board mill products at Iroquois Falls.

At **Kapuskasing, Spruce Falls Power & Paper Co.** operates a pulp and paper mill, plus a woodlands organization.

Company is controlled by **Kimberly-Clark Canada Ltd.,** produces sulphite pulp and operates paper machines, a mechanical pulp mill and a chemical pulp mill.

An expansion program was started in 1955 to speed up newsprint machines to boost capacity by 40,000 tons.

Newsprint output is marketed to various U. S. newspapers with **New York Times** taking a large share of it.

Kimberly-Clark operates a cellulose wadding plant also at Kapuskasing.

A wide variety of paper products are made at Espanola by KVP Co., subsidiary of **Vegetable Parchment Co.**

They include:

Bleached, semi - bleached and unbleached kraft and groundwood pulp, wrappings, bag stock, waxings, coating, hanging, specialties and some newsprint.

The propertiy was acquired from Abitibi in 1943. A parchment processing plant was added in 1952.

Tailors Huskies Harness

Arctic Canvas Ltd., North Bay, is an example of Northeastern Ontario industry that has thrived by adapting to the special needs of the area.

Since 1957 it has grown from a five-man one-room operation to a modern plant with 15 employees.

Says secretary - treasurer Brook Blackadar:

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PROUD TO PARTICIPATE IN NORTHERN DEVELOPMENT

MANUFACTURERS — tents, tarpaulins, sleeping bags, drilling and exploration equipment.

CAMP OUTFITTERS — Wabasso sheets, blankets, towels, mattresses, drapes and spreads.

CANVAS REPAIRS OF ALL TYPES — 24-hour service.

MINING AND INDUSTRIAL FILTER COVERS

"All our production is geared to the needs of Northern Ontario. Each piece of equipment has been designed to do a job primarily with regard to local climactic conditions. We are constantly field-testing our products right at our back door."

A major item is mining filters. Made from canvas, they are cut to individual patterns and are required in constant supply in mining operations.

Other items: Tarpaulins, tents, machinery covers, sleeping bags, etc.

A package deal for diamond drillers offers Arctic sleep tents, drill shacks, pump shacks, camp beds and mattresses, blankets and sleeping bags, all specially designed for the drilling business.

One recent order:

Three huskies arrived by train from the Arctic to be measured and fitted with canvas harness that will never be removed during the dog's life.

NORTHERN ONTARIO NATURAL GAS COMPANY LIMITED

A NEW GLOW IN THE NORTHERN LIGHTS — NATURAL GAS

INVITES:

INDUSTRIAL AND COMMERCIAL INQUIRIES

Concerning North Eastern Ontario Offering:

Market Surveys — Special Project Studies

Plant Site Locations — Fuel Cost Comparisons

Comprehensive Area Facts and Statistics

CONTACT:

INDUSTRIAL DEVELOPMENT & RESEARCH DIVISION

170 UNIVERSITY AVENUE, TORONTO

MIRACLE IN A MOOSE PASTURE

...The Calm Before the Strike

The popular conception of an oil well is a derrick site in a lush field of wheat, complete with blue sky and sunshine. Such is not always the case.

Much of the acreage now being explored is just plain "Moose Pasture" — uncultivated and untended as the search for new oil finds continues.

Vigorous exploration and intelligent development have turned many a Moose Pasture into a productive oil or gas field in the industry's aggregate effort to develop the nation's oil resources.

Canadian **HUSKY** *Oil Ltd.*

GENERAL OFFICES • CALGARY ALBERTA

Suppliers Pace Mine Expansion

The growth of mining in northeastern Ontario has meant steady progress for a number of other dependent industries.

Construction, distributive trades, manufacturing of mine equipment, diamond drilling — all have blazed their way across the north as mines opened up.

One of the earliest plants was **Wabi Iron Works** which found its first market for mine equipment in the first big boom at Cobalt.

At its New Liskeard location, the company has expanded its markets far beyond the immediate area, through the north and into other provinces, and does some export business too.

Here, some 200 employees work in design, engineering, foundry, machine shop and plate fabrication. Output includes castings, grinding balls, ore skips and cages, loading pockets and mine cars, gold bullion furnaces.

Over 90% of output is for mining industry, but lumbering and pulp and paper take some production.

The diversified plant is probably world's biggest maker of Ni-Hard castings, an **International Nickel** trade-marked product. This is a big line in the company's foundry, with some hitting the export market.

Most gold bullion furnaces for mines industry in Canada are made in the New Liskeard plant. Some have been marketed in other gold-producing countries.

One of the problems of company in this era of mass production:

Many of its orders are for custom-tailored work.

"Each mine has its own idea of processes and the equipment needed to carry them out," a Wabi official says.

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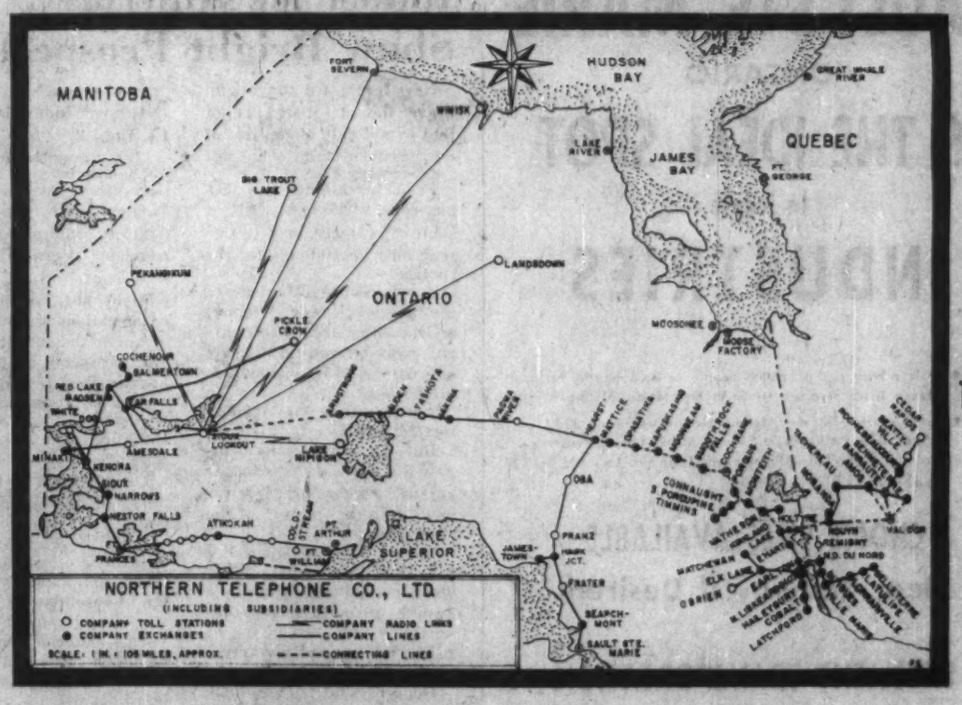
1905



1959

COMMUNICATIONS IS OUR BUSINESS

The history of the development of Northern Ontario is also the history of the Northern Telephone Company. For as the frontiers of development have been pushed back, the Company has been there, providing Communication facilities to meet the actual and anticipated needs of this rich area.

Northern Telephone Company Limited is proud of being the pioneer supplier of telecommunication services to the "NORTHLAND"; from the Manitoba border in the West to Senneterre, Quebec, in the East.

NORTHERN TELEPHONE COMPANY LIMITED

Head Office — New Liskeard, Ont.

Roadbuilding Jumps 35% Within 10 Years

New roads and improvements to existing roads are opening up the way to the riches of the north.

In the fiscal year ending Mar. 31, 1959, Ontario Department of Highways expenditures on the King's highways and secondary highways in the north-central and northeastern districts were around $35.7 million.

This includes Huntsville, North Bay, New Liskeard, Sudbury, Cochrane, Sault Ste. Marie and White River.

It covers:

- **Grading, culverts, granular base, hot mix paving and structures** on the Trans-Canada Highway in Huntsville and Sault Ste. Marie districts;
- **Paving and structures** on Highway No. 17 between Marathon and the Agawa River.
- **Corresponding work** on various roads in all districts.

Northeastern Ontario now has 1,700 mi. of King's Highways, as compared with 1,254 mi. in 1948 — a jump of over 35% within a ten-year period.

At the same time, a great improvement has been made in road surfaces and nearly three-quarters of the entire mileage is paved as compared with 40% of mileage in 1948.

Besides the King's highways, Northeastern Ontario has 1,115 mi. of secondary highways constructed and maintained by the province.

These roads are primarily access roads serving relatively low volumes of traffic and most of the construction is of gravel.

Since 1951, the provincial government has carried out a program of construction of mining and access roads in Northern Ontario under direction of a special committee consisting of the Minister of Lands and Forests, Minister of Mines and Minister of Highways.

To date 55 mining and access roads have been completed to provide 500 mi. of roads into remote areas at a cost of $6 million.

Of these roads, 28 were financed by the government and, on the remaining 27, cost was shared between government and privately owned companies which received direct benefits.

Purpose of the roads originally was to open up potentially rich mineral areas for prospecting and development.

But the inter-departmental committee now takes into consideration the immediate or potential value as settlement roads in suitable agricultural areas and also the usefulness of access roads to forest industries, to tourists and sportsmen.

In many cases, mining and access roads have provided isolated communities with their only outlet.

Examples of mining and access roads in Northeastern Ontario include: Mattawa-Timiskaming road, 24 mi. and a five-mile road from Milnet to Sellwood, both of which were completed in 1957; the Palomar to Foleyet road and Temagami Mine road, completed in 1958.

Working with the federal government, Ontario is prepared to undertake a $15 million program of resources roads during the next five years.

As in the case of mining and access roads, private companies can share in the cost of resources roads.

Included in the resources roads program: The Foleyet to Chapleau road on which 60 mi. of new road, together with existing links, will give direct connection between Timmins and Sault Ste. Marie and give access by road to an important timber and mineral area.

Contract has been awarded for construction of 10 mi. from Foleyet west and construction is now under way.

Bridge construction over the Ivanhoe river at Foleyet is expected to start this autumn and further work is planned for the coming winter and next year.

Contract has also been awarded for construction of 12 mi. from Chapleau east. Work is now under way and will continue during the coming winter and next year.

In the Fort William district, construction will start late this year on a further 26 mi. on a road from Highway No. 17, east of Port Arthur, to Cheeseman Lake, of which 30 mi. is already under construction.

Construction to resources roads standards is now under way from Cavel northerly for 34 mi. to connect with the **Anaconda** iron ore roads which connect with ore deposits in vicinity of Melchett Lake and west of Percy Lake.

Included: A tote road from Nakina to Cavell which will permit supplies and material to be hauled from Nakina.

It's expected that construction of the first 13 mi. of a road from Savant Lake south will be completed in 1960, with another 12 mi. scheduled to start next year.

In Kenora district, work will start this year on a 12-mi. road from Minaki south. This should be completed in 1960.

Standards established for resources roads provide for a minimum roadbed width of 24 ft., and a minimum structure width of 22 ft. with H20 minimum loading. Maximum curvature is set at 20 deg. and minimum sight distance at 300 ft.

Ontario section of the Trans-Canada Highway, 1,453 mi. from the Quebec to the Manitoba border will be finished at the end of 1960.

Most of this route is now open to travel while the work of improvement goes on. The 164-mi. stretch between Agawa River, north of Sault Ste. Marie and Marathon on the north shore of Lake Superior, will open up virgin country of rugged, scenic grandeur and a new tourist route into Northern Ontario.

While, throughout Northern Ontario, old highways are being reconstructed to modern standards and new trunk-line highways, resources, mining and access roads are under construction or in prospect, Highway No. 11, which was Ontario's first trans-provincial route and which is now Ontario's northern route on the TCH, has been reconstructed to modern standards.

Only a few miles remain to be paved.

Completion of the Rainy Lake Causeway, east of Fort Frances, and extension of Highway No. 120 west from Atikokan through a wilderness area will provide a new and more direct route between Rainy River and Thunder Bay districts.

Because it takes around four years to plan, design and construct a highway, each new project must be scheduled with full regard for present and future traffic needs, not only of the immediate area served but of the province as a whole.

A special project affecting the Northeastern region will be construction of a new international bridge at Sault Ste. Marie. This is now under way.

MICKELSON • FRASER • HAYWOOD

ENGINEERS AND ARCHITECTS

P.O. BOX 186, FORT WILLIAM, ONT.

P.O. BOX 754, PORT ARTHUR, ONT.

Truck Lines

Main truck lines serving the Northeastern region:

Allen's Transport Ltd., Sault Ste. Marie (a CPR subsidiary through **Smithson Holdings**)—between all points west of Sudbury to the Sault, including Elliot Lake to Toronto; trailer transfer to **Smith Transport** for shipment to Quebec, Manitoba, U. S. and other Southern Ontario points.

DeLuxe Transportation Ltd. (a CPR subsidiary), North Bay—between Sudbury and all points east to Mattawa, to Ottawa, Montreal and south to Toronto. Also connects with Smith Transport.

Grant's Transport Ltd., New Liskeard—just granted a licence recently between Hamilton, Toronto, Montreal, and points north of North Bay as far as Englehart, including secondary roads in districts of Timiskaming and Nipissing.

Hill's Transport, Mindemoya—between all points on Manitoulin Island and Toronto.

Hoar Transport Ltd., Toronto—between Toronto and all points between North Bay and Sudbury. Trailer interchange with various carriers at Toronto for nation-wide service.

Inter-City Truck Lines Ltd., Toronto — between Sault and all intermediate points including Elliot Lake and North Bay, to Toronto where company connects with own trucks to Windsor, Niagara Falls, and Montreal.

Walter Little Ltd., Kirkland Lake—between Teck township, points north to Cochrane and south to North Bay, for service to northern Quebec points such as Rouyn, Noranda, and to Toronto. Has trailer interchange with major carriers.

Motorways (Ontario) Ltd., Toronto **(British Electric Traction** subsidiary)—between Sault Ste. Marie, Elliot Lake, North Bay and Ottawa, Montreal and Toronto. Connects with associated companies for reshipment by trailer interchange to points as far west as Edmonton and to the Maritime provinces.

North Shore Transport Ltd., Sault Ste. Marie—between Sault Ste. Marie and Sudbury, including Elliot Lake.

Secord Transport Ltd., Fonthill (started within the past year)—between Hamilton, Brantford and Niagara Peninsula points, and all points between North Bay and the Sault, including Elliot Lake and all secondary roads north of Highway No. 17.

Star Transfer Ltd., Timmins—between points in the district of Cochrane on Highways Nos. 11, 17 and 101, and Toronto.

Over the next 20 years, some $2,500 million will be required for capital construction and maintenance of King's highways and secondary highways in Ontario.

With more motorists using the highways, cost to individual motorist is expected to be less than it has been in the past five years.

At the same time modern highways are reducing travel time between every point in the province — a major contribution to the future progress and economic development of the province as a whole.

With the development of highways in the Northeastern region of Ontario, there has been a parallel growth in trucking services linking points in the area itself and the area with Southern Ontario.

In the past five years, many new trucking services have been established by both small and large firms — particularly in the Blind River - Sault Ste. Marie area.

Common carriers provide overnight service from Toronto and other points in Southern Ontario to nearly every point in the Northeastern region. Cochrane district normally gets second-morning delivery from Toronto.

Many industries which formerly shipped all their products by rail are now utilizing trucks to an increasing extent.

This gives carriers return loads and keeps transportation costs of northbound supplies at a par with the older industrialized sections of the province.

Establishment of new highways finds trucking operators immediately available for service. Better the type of road, the lower the operating costs, with resultant lower rates.

For example:

When the Elliot Lake road was just a bush path, trucking rates from the end of rail at Spragge were in the neighborhood of $9 a ton for the 30-odd mi. haul.

When the road was paved, rates were reduced to $3 a ton and, today, on some commodities, they are as low as $1.50 per ton, although truckers claim they cannot operate profitably at the latter rate.

Today, there are not only services between all local points, but through services as well to all points in Southern Ontario, as well as to northern markets and virtually every province. **Sault Ste. Marie also has direct trucking services by U. S. carriers through to Chicago.**

Besides the common carriers serving the region, there are many contract and specialized carriers hauling a multitude of commodities in such specialized equipment as tankers, reefers, explosive vans, machinery floats, dump trailers and logging units.

Practically every industry in the region which is accessible by road now uses trucks.

In the past three years, steel and paper mills have converted certain of their shipping facilities to take advantage of the flexibility of truck shipping.

Among the major industries in the area using trucks: **Abitibi Power & Paper** (for newsprint and hardboard); **Canadian Johns - Manville** (asbestos); **Du Pont Canada** (powder); **Canadian Industries** (powder); **Algoma Steel** (steel); **Wabi Iron Works** (steel balls); **Mannesman Tubes** (seamless tubes); **Noranda** (sulphuric acid); **Hill-Clark-Francis** (building supplies).

Most local industries, including wholesale houses, chain stores, etc., are also large users of trucking services.

Although the Elliot Lake area, townsite and mines, is served exclusively by truck, each of the producers have their own independent contractors for services from local rail and to mills.

Prior to the discovery of uranium in the Sudbury and Algoma districts, there was scarcely any long distance trucking in these areas, due to shortage of return loads.

Once the trucks started to roll into the territory, companies such as Algoma at the Soo and Abitibi at Sturgeon Falls found trucks returning empty. To take advantage of these services, they adjusted their shipping facilities to accommodate trucks.

Today, some 12 trucking companies provide these areas with regular daily service.

Regular trucking services started into the Cochrane, Temiskaming areas in the mid-thirties.

Pioneer on this route was former member of parliament Walter Little, who had operated horses and wagons in the Kirkland Lake area before the advent of paved roads. His company is still in operation, although it was bought out by the Roy Thomson interests about two years ago.

There are now three major carriers competing with the Ontario Northland Railway in this area. A major problem is the lack of industry and shortage of return loads. But latterly Abitibi has started to ship newsprint from Iroquois Falls and Canadian Johns-Manville is shipping by truck from its Matheson mine. There is also an increasing amount of lumber and plywood and even some logs being trucked from the area to Southern Ontario.

Up until the last two years, Manitoulin got most of its supplies from Sudbury. Highway leading up to Espanola doesn't lend itself to heavy trucking and, as a result, only local people provide service to the Island. There is service between the Island and Elliot Lake and Sudbury, on a daily basis, and between the Island and Toronto on a tri-weekly basis.

Aircraft Service Is Vital

The aircraft continues to be the main method of transportation into remote areas of Northeastern Ontario for prospectors, fishermen, hunters and lumbermen.

Eleven scheduled and non-scheduled charter airlines provide this transportation and fly in large amounts of equipment, material and food supplies to mining, lumber, and survey camps and to trappers.

These lines also back up the provincial air service aircraft in times of emergency and especially during outbreaks of large forest fires.

There are between 40 and 50 air bases in the Northeastern Ontario region.

Contemplated: A permanent, all-year-round airstrip at Moosonee and other points on James and Hudson Bay.

At present **Austin Airways Ltd.,** provides a service between Moosonee and all settled points on James and Hudson Bay from Fort Severn on the southwest coast of Hudson to Provungnutuk on the east coast of Hudson Bay.

This service is carried out with Norseman aircraft using floats in summer and skis in winter and is subject to inactivity during freezeup and breakup periods.

It's felt that, under existing conditions, air service out of Moosonee can't be developed as a major freight service until a permanent all-year airstrip is built there and at other points, with the possibility of year round flying.

Such strips could permit use of larger aircraft, with heavier load-carrying capacity, with consequent reduction in freight rates.

It could also encourage tourist traffic which could grow into a highly profitable operation.

Convert Phones To Dial

It's a world of rapid communications — and this holds as true in northern mine, forest and defence development as in anything else.

President Don McKelvie of **Northern Telephone Co.** scans a northern Ontario map in his New Liskeard office.

"Here's an iron project that will help us a lot. We've done defence work here, and we expect to do a lot more. These towns will be converted to dial systems."

The lusty, 55 - year - old communications network is big business. And the signposts seem to point to still more major growth ahead.

Right now:

- **Capital expenditure budget** this year is $2.1 million, may be $2.5 million next year.
- **Dial conversion program** for whole northeastern region has been accelerated.
- **Several installations** at defence projects have been carried out, more are being done and prospect is for some major work ahead.

Northern Tel's big dial conversion program is costly, but necessary because manual equipment was being taxed by rapid growth in many exchanges.

In northeastern region, company has scheduled Timmins for conversion, plus other centres in both Ontario and Quebec this year. Next year, South Porcupine and Ramore will be changed.

By the end of 1961, about 80% of the firm's system will be on dial.

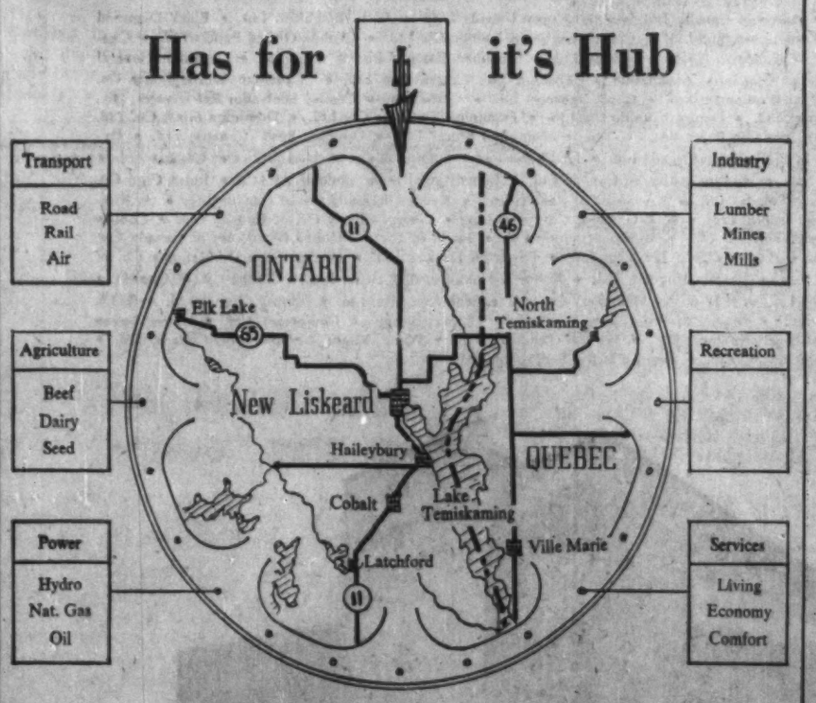
The company is studying requirements for SAGE defence system through membership in Canadian Independent Telephone Association — a body that speaks for independents in planning of circuits to be allocated to carriers.

Company's phone system has expanded rapidly since 1949.

Business phones have increased from 7,307 to last year's total of 14,016, resident units up from 21,075 to 34,801.

Gross revenues in 1949-58 period rose from $1,076,323 to last year's $2,865,935.

The North's Wheel of Fortune Has for it's Hub



New Liskeard, Ont.

with a multitude of opportunities,

just a 300 mile paved drive from Toronto

Published By NEW LISKEARD CHAMBER OF COMMERCE

50 MILLION

FEET OF ONTARIO SOFTWOODS

annual production

50 YEARS

GENERAL CONSTRUCTION EXPERIENCE

serving Eastern Canada

HCF

Hill-Clark-Francis has a long record of accomplishment and dependable service as builders and as manufacturers of lumber and millwork.

Pioneering in construction at the major mining camps at Cobalt, the Porcupine, Kirkland Lake, Noranda and more recently completing contracts for over $15,000,000.00 in the Blind River uranium field — HCF had been aptly named "Builders of the North". But they outgrew the term in expanding their services across Eastern Canada.

Forest operations under HCF subsidiary A. E. Wicks Ltd., control an annual output of 50,000,000 ft. of finest Northern Jack Pine, Spruce and White Pine.

Other companies totally owned by HCF are Hill-Clark-Francis (Quebec), Ltd.; The Halliday Company Ltd. of Burlington makers of Halliday Stylemaster factory engineered homes and cottages; Gatehouse Brothers Ltd., general contractors, Toronto, and Builders Aid Ltd., financial service.

Moving ahead confidently with Canada HCF continues its tradition of

DEPENDABLE SERVICES

HILL-CLARK-FRANCIS

LIMITED

New Liskeard, Ontario

Offices: Toronto ——— Montreal

Branches across the North

Join Forces to Build University of North

A University of the North has long been a dream of residents of northeastern Ontario.

The move to translate this dream into reality has been gaining momentum in recent months.

A committee, headed by Ralph D. Parker, vice-president of International Nickel Co. of Canada, is being organized to bring together various groups who have made a start on the project.

Northern Ontario University Association is the largest and most active of the groups.

A financial campaign to raise $2 million is to be launched this fall.

Building of Huntington College at Sudbury will start within a year.

The association plans to link its college with other institutions in some form of equitable federation and thereby achieve the university dream.

Talks are now going forward on this plan for a federation of church-backed residential colleges. Location of the project will probably be settled by these negotiations.

The Northern Ontario University Association is represented by Dr. Harold Bennett of Victoria College (University of Toronto) on the coordinating committee set up by the Roman Catholic University of Sudbury, and headed by Mr. Parker.

The embryo university at Sudbury was established by the Jesuits two years ago, but has no buildings yet.

The Anglican Church has been invited to name a representative to the committee and is currently examining the possibility of an Anglican college in the proposed federation.

Executive secretary of the Northern Ontario University Association is the Rev. Prof. J. W. E. Newbery. President is the Rev. Dr. E. S. Lautenslager of Sudbury and treasurer is well-known northern businessman T. M. Palmer of North Bay.

Newbery has the task of directing future efforts of the association. He has also been named to head Huntington College when it is formed.

The name of the college will commemorate the first minister of the Reformed Church to take up active missionary work in Northern Ontario.

A Methodist, the Rev. Silas P. Huntington spent many years traveling the bush trails to mining, lumber and railroad camps. He was a man of legendary personal strength. His favorite pulpit was a packing case and his chapel any boxcar standing at the railhead camp.

Huntington played a notable role in the early history of North Bay and Sudbury. He was founder of Trinity Church in North Bay and the first Methodist chapel at Webbwood, then a thriving lumber town.

Man of strength, purposeful, uncompromising, Huntington would heartily endorse the aim of the Northern Ontario University Association when it states that any form of federation for its college must be the basis of a university second to none in the province.

Said Prof. Newbery "The north needs a really first-class university. We are prepared to settle for nothing less".

A second group, Northeastern University Committee is the outgrowth of the work of several small groups that have been endeavoring since 1947 to find ways and means of establishing a full-fledged, degree-granting university in the North Bay area to serve the northeastern portion of Ontario and the northwestern portion of Quebec.

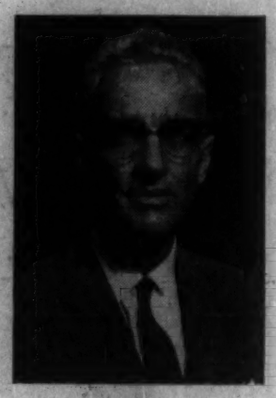
In 1958 a small committee set up by the North Bay and District Chamber of Commerce in conjunction with representatives of the municipalities of North Bay, Widdifield and West Ferris, sought suggestions and assistance from various individuals and organizations for the establishment of such a university.

Among those approached were the Fathers of the Congregation of the Resurrection who operate the North Bay College, a high school for boys.

The result was that the Northeastern University Committee was organized.

This committee was to consist of not less than 75 members and not more than 150.

The constitution provided for an executive council of 20 members to be elected from the general committee which at the present time has a membership of 135 men and



Prof. J. W. S. Newbery is executive secretary, Northern Ontario University Association.

women, representing the area from Kapuskasing to Bracebridge and from Mattawa to Capreol.

Of these members 95 are Protestants and Jews and 40 are Roman Catholics.

One hundred of the members hold degrees in arts, medicine, engineering, architecture, divinity, commerce, pharmacy, dentistry, etc.

Purpose of the committee: To assist the Fathers of the Resurrection to establish university courses at the North Bay College as a beginning of the ultimate aim to develop these into a non-denominational university at a later date.

The Congregation of the Resurrection has accepted the responsibility of providing classrooms, offices, a library, playing field, gymnasium, auditorium and chapel for 200 students both male and female with living quarters and a refectory for 100 male students.

Courses in first year arts will be given commencing in the fall of 1960.

The courses will be so arranged that they are acceptable to other recognized universities in Ontario and plans are now being made to enter into agreements with other universities in the province to accept the first year graduates from North Bay College into the second year arts courses in these other universities.

All courses will be open to students of both sexes, and to all races and creeds.

The professors will be supplied in as far as possible by the Fathers of the Resurrection and where necessary additional lay professors irrespective of religious persuasion will be engaged.

The whole cost of administration and operation will be borne by the Fathers of the Ressurrection.

When conditions warrant, the one-year-course will be extended to three years and additional faculties will be opened.

In the meantime the Northeastern University Committee will not only be giving assistance wherever possible but will be planning for the future non-denominational university.

Already some 500 acres of land have been secured within seven miles of North Bay as a future site.

It is hoped that on this site the Fathers of the Resurrection will eventually build a new Faculty of Arts and that the United Church, the Anglican Church, the Presbyterian Church and the Baptist Church will also join in and erect one or more faculties so that a federated university will emerge similar in organization to the Universty of Toronto.

Non-denominational faculties in Mining, Engineering, Commerce and Finance, and Forestry would follow thus providing an institution that would be eligible for government grants which are so necessary in the operation of an institution of higher learning.

Within 25 years it is hoped that in place of the 500 acres of bush land now set aside as a site there will be one of the finest university campuses in Canada.

Here will be not only a university but possibly a new Teachers' College and a School of Technology thus providing the boys and girls of the north with the finest facilities for education in all lines of endeavor.

Efforts are now being made and will continue to be made to get all religious and racial groups to work hand in hand.

Need Ryerson-Type Technical College

Industry in the Northeast needs technicians and it has the students willing and anxious to become technicians.

What is needed now:

An institute of technology of the same type as the well-known Ryerson Institute at Toronto.

The bid for an institute of technology to serve this area has been spearheaded by a committee appointed by directors of the Northeastern Ontario Development Association to investigate the need for facilities for advanced education in this part of the North.

A survey of industry and educational authorities indicated that a great need exists for a technological institute.

At a meeting of directors of NODA in November, 1957, a motion was passed "that the Minister of Education be requested to give consideration to the establishment in Northeastern Ontario of a technical training institute of the Ryerson type."

Officials of the Department of Education indicated that a prospective first-year enrolment of 150 pupils would be necessary to warrant the establishment of an institute in the area.

A survey was made of communities, industries and schools in the area North Bay to Hearst.

Students in 18 secondary schools were questioned to learn how many would attend an institute of technology if it was located in the surveyed area.

The response more than met the requirements of the Department of Education.

Students desiring to attend a school of this nature numbered as follows:

- **Beginning in the fall of 1959—181 students**
- **Beginning in the fall of 1960—219 students**
- **Beginning in the fall of 1961—250 students**

All industries in the area were contacted, and they felt an institute of technology was highly desirable.

They would co-operate to ensure its success if one was established.

And industry throughout province has said it could use three times the number of technicians now available.

These findings and recommendations have been submitted to the Minister of Education.

We know that there is a growing need for our integrated construction service

We have more than doubled the size of our Toronto head office building to house our enlarged staff of architects, engineers, draftsmen, estimating and cost accounting departments.

The McLachlan Package Plan is solidly founded on service to our country's leading industries.

This is only the beginning. There will be new methods, new materials, new skills, to meet new needs. Then, as now, we will be prepared to accept sole responsibility for the entire construction project. We look forward to adding to the following list of clients:

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Building Matches Growth Pace

Expansion of northeastern Ontario means a correspondingly fast pace in construction generally.

The construction industry has paralleled the phenomenal development of natural resources in the past 50 years and today it's geared to meet the challenges of weather and rugged terrain.

Prime example: Construction of the huge uranium mine plants in the wilderness north of Blind River and building of the city of 20,000 inhabitants in a short four-year period at Elliot Lake.

Some of the highlights in the current construction picture:

- **Vital highway links** under construction or planned will see completion of No. 11 highway connecting the Lakehead to the Cochrane-Timmins - Kirkland Lake-North Bay area. Road is now heavily traveled by big transports and a big tourist boom is expected when it's completed.
- **Cabins, highway motels,** are springing up in anticipation of more tourist travel.
- **With the federal government** extending its plan of aiding low-grade gold mines to the end of 1960 and increased payment rates of 25%, construction activity in gold mining towns in the past few months has been given a big boost.
- **There's strong demand** for a highway east from Cochrane to connect with the Quebec highway at La Reine. Development of a port at Moosonee on James Bay will lead to pressure for a road paralleling the railway from Cochrane to Moosonee.
- **When work on the Moosonee harbor begins, Ontario Northland Railway** will launch a $20-million to $30-million program of modernization of its line from Moosonee to North Bay, including passing tracks, new diesels and other improvements,
- **Construction proceeds** on highway No. 101, vital link for Timmins, giving it a road southwest through Folyet, Chapleau, and connecting to highway No. 17 just east of Sault Ste. Marie. To be completed in 1960 but not all paved, the road will provide tourists with a northern route.
- **Planned:** a by-pass highway which would give a more direct route on No. 11 from around Latchford to a point 12 mi. north.
- **House building activity** this year has been brisker generally. Direct loans from the federal government through **Central Mortgage & Housing** will now remove the block created by a tight situation in mortgage money.

One drawback still exists. There's a shortage of money for conventional mortgage loans. Banks and other lending institutions argue that costs of servicing the north are too high because of big distances and thin population.

- **Housing in northeastern Ontario,** including construction and home improvements, represents a $100 million yearly business, with prospects increasing to figures impossible to estimate in the next few years.

Need for new homes in the area is quite evident and all educated guesses cannot foresee a decrease in demand for the next 10 or 15 years.

In 1958, housing starts in centres over 5,000 population totaled 2,410 units compared with 2,000 units in 1957. To the end of July, 1959, starts were around 2,200.

NHA loans in the whole area were $12.2 million in 1957, $20.8 million in 1958, already total over $14 million to the end of July this year.

Other loans (conventional, individual, etc.) have been o the increase and while it's impossible to obtain exact figures, they normally are about the same as NHA loans.

Using the basis that NHA loans are about 80% of value and conventional about 60% of value, 1958 building of residences would have been around $40 million and will be well over the $50 million mark in 1959.

Add to this the home improvement loans supplied by NHA and a multitude of other lending institutions, figures for which aren't available. A guess is that this portion of the house-building industry in this section of the province almost equals the figures for new construction.

Activity for the past two years was very high in the Sault Ste. Marie and Elliot Lake area. But the rest of the territory is now taking up the slack and, in fact, increased tremendously in 1958 and so far is continuing to do so in 1959. Examples:

North Bay and area NHA loans: $2 million in 1957, $4 million in 1958, already $3 million to date in 1959.

Timmins and area housing units: 1957 - 27; 1958 - 51; 1959 - 82 units to middle of August.

Sudbury and Sault Ste. Marie are experiencing the same trend to a lesser degree. Forecasts for housing in all areas north of North Bay in 1959 would again show a very sharp increase in activity, while the other centres west of North Bay would continue at their present pace.

Housing starts of all kinds by units:

	1957	1958
Kapuskasing	36	23
North Bay	460	481
Sturgeon Falls	23	32
Timmins	27	57
Parry Sound	82	61
Sault Ste. Marie	350	711
Sudbury	545	676

Add another 1,000 starts for municipalities not covered by surveys.

Loan totals for the three areas, the Soo, Sudbury, North Bay and north: were $17.2 million in 1957 and $20.8 million in 1958. This represents roughly 80% of house cost. Cost totals for the three areas would be $21.5 million for 1957 and $26 million for 1958.

Some of the major construction projects going on right now or recently completed:

- **Work starts next May** on a new international bridge over the St. Mary's River at Sault Ste. Marie at cost of $20.5 million. This should be a big boost to the tourist trade.
- **Sudbury:** Land is now being acquired for a new city hall. Nearing completion is a $1-million high school. Completed in 1958 was a $1.8-million federal building.
- **Cobalt:** More interest being shown in mining silver could mean pickup in construction here. It could mean new lease for Cobalt, an up-and-down town for years. Added in recent years: memorial rink, 50 new homes, several commercial buildings, new federal building.
- **Haileybury:** House building picking up both last year and to date. A new residential subdivision has been completed.
- **Kirkland Lake:** A major building program, road and street rebuilding is under way. Total building construction of around $1.5 million includes $450,000 supermarket, $270,000 hospital wing.
- **South Porcupine:** $486,000 worth of building permits issued so far this year in South Porcupine and Schumacher.
- **Sturgeon Falls:** Starting in 1956, the town undertook a big program of improvements and construction. Building permits in 1958 had total value of $571,192.
- **Timmins:** Over $2.5 million in building permits issued to July 31 of this year: Included: 55 homes, 10 commercial and two institutional buildings. Another 60 homes are expected to be under way or finished by end. There's also a big program of demolition and removal of old buildings. The town is spending over $300,000 this year on roads and streets.

Ahead: Possibility of a new sewage disposal plant. Recent building: $1 million home for aged, $1 million federal building. Just started: $230,000 addition to high school and $265,000 supermarket about to be started.

- **North Bay:** Building permits in 1957 were worth $3.9 million for residential construction and $2.7 for non-residential. In 1958, residential figure was $5.6 million and non-residential, $3.2 million—total up 31% from 1957 total.

North Bay has seen a big expansion in recent years. Large plants have been established by **Canadian Johns-Manville** and **Canadian Industries Ltd.** **Hill-Clark-Francis** has acquired a centrally located site for erection of multiple-storied rental office building. Nearby, H-C-F will soon start construction of their new head office building and will transfer their headquarters from New Liskeard early in 1960.

- **Cochrane:** Over $200,000 in building permits issued this year to mid-summer. Major building is under way on tourist motels and cabins as tourism is expected to grow.
- **West Ferris Township** (adjoining North Bay): Building values last year totaled $2.6 million compared with yearly average of $819,643 over past 11-year period. Construction of the big **du Pont Co.** explosives plant at cost of around $11 million and expansion of it have been features in the past three years.
- **Capreol:** Building construction has reached a total of $550,000 this year and may reach a record for the town in the remainder of 1959. Demand for housing is increasing due to moving of the CNR's district offices from North Bay to Capreol. A $.05,000 addition is being added to the high school.

A major construction firm which has grown with the north is Hill-Clark-Francis Ltd., which has been operating over 50 years, specializing in construction for mining industries, and communities that go with them.

Contractors are found clustered in North Bay, Kirkland Lake, Timmins and Cochrane. H-C-F has offices in all these places, has spread outside the province as well on major construction projects.

Sign of the growth of construction in northeastern Ontario:

- **Half a decade ago,** there were four architect offices in North Bay and Sudbury. Now these two cities have 14 such offices.
- **Another sign:** Throughout the region there are now a dozen consulting engineering offices and 20 architectural offices.

Construction in Northeast

DWELLING UNITS

Started and completed 1957 and 1958, centres of 5,000 and over

	Started		Completed	
	1957	1958	1957	1958
Kapuskasing	36	23	13	31
North Bay	260	141	202	181
Sturgeon Falls	23	32	22	15
Timmins	29	51	24	33
Sudbury	139	133	161	141
Sault Ste. Marie	268	327	293	248

BUILDING PERMITS ISSUED

1957 and 1958

		1957	1958	% Change 1958/57
Total	($000's)	33,690	40,702	20.8
	%	(100.0)	(100.0)	
Residential	($000's)	19,131	25,638	34.0
	%	(56.8)	(63.0)	
Industrial	($000's)	3,726	1,101	—70.5
	%	(11.1)	(2.7)	
Commercial	($000's)	5,851	6,660	13.8
	%	(17.4)	(16.4)	
Institutional & Govt.	($000's)	4,957	7,296	47.2
	%	(14.7)	(17.9)	
Other	($000's)	25	7	—72.0
	%	(*)	(*)	

*Less than 0.05%

Natural Gas Widens Industrial Horizon

The coming of natural gas to northeastern Ontario opens up important new industrial vistas for this vast area.

Gas not only provides a new Canadian fuel in abundant supply but provides it at prices attractive in comparison with the other two major fuels — coal and fuel oil. These latter two fuels must be trucked, or rail-hauled in, considerable distances.

The clean-burning qualities and high degree of controllability of natural gas makes it an excellent fuel for many industrial applications.

Already four large pulp and paper mills have converted to gas and are using nearly 17 million cu. ft. of it daily in their boilers. The fuel saving is going a long way in helping Canadian pulp and paper remain competitive in world markets.

The biggest firm in the area — **International Nickel Co. of Canada**—is using gas in its multi-hearth concentrate roasters in company's smelter at Copper Cliff.

It will also replace oil as a fuel in a number of other metallurgical operations at the plant. Actually INCO has completed a long-term contract for gas supplies of up to 10 million cu. ft. daily.

Other sizeable industrial plants in the area are using gas to generate steam and heat used in processing wood and wall panelling, acoustic tile, asbestos fibre, metal molding and treating, plywood, bread, milk and beer.

Although only available in the area for less than a year the total industrial load has now reached 27 million cu. ft. a day.

The future holds strong promise of greater industrial markets — additional pulp and paper plants, possibly a cement plant, likely iron ore beneficiation projects making heavy use of gas.

An improvement in base metal markets during the next two or three years plus some encouragement in the future marketing outlook for uranium could bring further expansion of natural gas services in the area of around 30-35 million cu. ft. daily.

Other possible developments where gas would play a key part might be in the china clay deposits near Kapuskasing, the copper deposits in the Temagami forest, gypsum deposits at Coral Rapids.

Peat and humus recovery investigations are right now being studied with a view to supplying the burgeoning market for this popular gardening aid in the metropolitan Toronto area. Supplies now come from the Maritime provinces.

Northern Ontario Natural Gas Co., the major gas distributor in this 150,000 sq. mi. area, is working closely with a study committee of the Northeastern Ontario Development Association on industrial development in the area.

In the last two summers pipeline contractors have fought rock, muskeg and innumerable engineering challenges in planting a total of 276 mi. of distribution systems in the area. The system now serves a population of 115,000 people, could reach 90% build-up in this area.

This could mean a 1963 total of 52.7 million cu. ft. daily market.

NONG officials claim customer acceptance of the new fuel has been most gratifying.

The additional general service contracting of 8,500 new customers this year is well on its way to being realized.

The company expects to spend in the neighborhood of $10 million in extending its facilities to serve the extra expected load.

Here's another aspect of the impact of natural gas in the northeastern economy.

To date some $2.5 million has been spent by home-owners on the installation and purchase of gas appliances.

It is expected that between $8 and $10 million will be spent by home-owners and businessmen in the purchase and installation and servicing of natural gas equipment and appliances in the next five years.

This all adds up to a cash flow of some $20 million between the gas company and local expenditures over the next few years.

One of the most exciting roles for gas in the area could be in the pre-processing of iron ore for blast furnace feed, and in a possible direct ore-to-iron and even steel forms via new processes now under advanced study.

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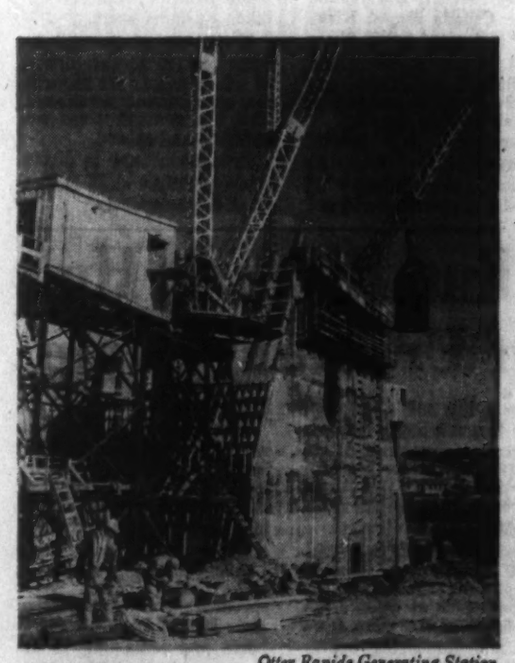
Striking evidence of Northeastern Ontario's dynamic growth is the ever-increasing need for electric power. From 1945 to 1958, demands in this district have risen from 143,400 to 437,500 kilowatts—a 205% increase.

To meet future power demands, Ontario Hydro is building two new generating stations—Red Rock Falls G.S. on the Mississagi River and Otter Rapids G.S. on the Abitibi River. They are scheduled for service in 1960 and 1961, and will add 169,000 kilowatts to the power resources of this bountiful, industrious and rapidly expanding section of the Province.



Otter Rapids Generating Station

Ontario Hydro

MORE POWER FOR PROGRESS

Red Rock Falls Generating Station

ONTARIO HYDRO

ORE BRIDGE at the Algoma Steel Co. plant at Sault Ste. Marie. Bucket takes a 22-ton bite. With the bridge a ship can be unloaded in six to eight hours.

Sault Stages Drive For Roads, Bridges

Today, Sault Ste. Marie, key city where Lake Michigan and Lake Huron join, is looking towards a broadening out of growth based on the general expansion of northern Ontario.

Sault Ste. Marie and **Algoma Steel Corp.** — kingpin in the Dunn empire — are inextricably linked.

As Algoma Steel expanded and diversified over the past 10 years with a $170 million program, so Sault Ste. Marie boomed.

Now Algoma Steel is spending an additional $15 million.

The Sault, it has been estimated, has been growing at a rate of 5% a year compounded.

Today, there is a housing boom with some 800 homes expected to be built in this community of some 40,000 people.

Pressures are increasing for municipal services, for better transportation links with other parts of Canada and the U. S., for more and different businesses and industries.

The atmosphere is of bustle and drive, of looking ahead.

Sault Ste. Marie businessmen are providing the leadership and spark that is showing a pattern of growth for what is known as the North Shore.

It is a belt that stretches primarily from the Sault to Sudbury but it spills over to Wawa and Jamestown to the north and Capreol on the east. It includes the uranium town of Elliot Lake, the lumbering town of Blind River, the agricultural-rich island of Manitoulin.

Major supports to this stretch of trans-Canada highway and CPR line consists of:

- **Steel, pulp and paper** at the Sault.
- **Uranium mines** and mills at Elliot Lake.
- **Nickel, copper, specialty paper** at Sudbury.
- **Lumbering** at Blind River.

The whole area overlaps. Sault considers its marketing area as reaching through 75,000 people within a 100 mi. radius and going as far west as Blind River.

Now, the signs are up that this district is looking in new directions — to the north and west.

The key: **Better and more transportation facilities.**

To long-time citizens of this part of Canada, a sore point is the fact that they were within touching distance of the Lakehead yet could not get in a car and drive into western Canada without going into the U. S.

They have long-since coined a phrase to describe it—THE GAP.

But THE GAP will soon be closed.

Highway 17 — the trans-Canada highway in Ontario—will be opened and completely paved by the end of 1960.

The 160 mi. gap will be closed from Agawa to the pulp and paper town of Marathon.

The economic impact, providing a truck route through to western Canada, opening an area to tourist industry development, is an unknown quantity.

Next step in the Sault "better transportation" campaign is a bridge over the St. Mary's River that would eliminate the present ferry system.

Meanwhile an airfield is expected to open next year about 11 mi. west of Sault Ste. Marie, Ont. This will be touchdown spot for **Trans-Canada Airlines** and could end up as an international airport and host to two U. S. lines which fly into the U. S. midwest and northwest.

The Sault locks (four on the U. S., one Canadian) squeeze more freight tonnage into their short season than the tonnage that goes through the Suez and Panama Canals combined.

Gold Is Lifeblood For Kirkland Lake

Along the shop-studded main street of Kirkland Lake, no one is ever likely to forget the economic base for this town of 18,000.

Head frames soar in steady succession into the sky behind the hotels, stores and office buildings.

But for all its dependence on gold mining, Kirkland Lake loses no chance to talk of lumbering, tourism, hunting and fishing, the wide-ranging opportunities for other industry such as those based on forestry.

But right now, gold is the source of Kirkland Lake's economic lifeblood.

- **The industry pays out** nearly $13 million in wages and salaries a year.
- **It buys over $10 million** in goods and services, much of it locally.
- **Bullion output** reaching $30.7 million last year.

Altogether, there are eight gold mines in the Kirkland and nearby Larder Lake area.

The mines—caught in the cost-price squeeze of gold—have been showing improvement nevertheless.

For example, the wage bill bounced up by $300,000 in last year alone.

This big economic lift comes from these mines:

Macassa Mines, Teck Hughes, Wright-Hargreaves, Upper Canada Mines, Kirkland Minerals, Lake Shore Mines, Sylvanite Mines and the giant, world-famous operation of **Kerr-Addison** at Virginiatown to the east.

Like other gold mining communities in Canada, Kirkland Lake received a big lift from an increase and extension of federal cost-aid to the mines.

Building activity for one thing reflects this insurance of continuing help to the mines, most of which qualify for it.

The eight mines employ over 3,500 persons.

The new round of activity this year has meant building programs totaling some $1.5 million in volume.

Township is spending $300,000 on a major rebuilding job on main street, plus $235,000 on other roads and streets.

This is on top of hospital expansion, a planned new medical centre, school, supermarket.

On the near horizon, the area looks to a new iron ore development for more pep:

The Boston Creek property to the south, scheduled for a go-ahead by U. S. steel giant, **Jones & Laughlin.**

Objective: Production by 1961 with perhaps two ore trains a day rolling out by **ONR.**

The northern railway has been watching the development closely for years since it will mean a major slice of new business.

Lumbering and sawmill operations are big in the area.

Output in the Swastika district runs to some $4 million a year, plus the economic benefits it generates in other business sectors.

There are 32 sawmill licenses issued in the district of which five or six are major, year-around businesses. The big demand trees are jackpine and spruce.

Production runs to 30,000 cords of pulp and 35 million ft. of sawlogs yearly.

Blind River Is Hub Of Uranium Camp

Along the north shore of Lake Huron a string of some 12 small communities fill in the 190-mi. stretch between the two heavier industrial centres — Sudbury and Sault Ste. Marie.

About the busiest and largest is Blind River, jumping off point for the rush into the uranium area at Elliot Lake and home of the giant sawmill and lumbering operations of **Huron Forest Products,** a subsidiary of **Howard Smith Paper Mills.**

The mill has an annual capacity of 30 million bd. ft. and embraces woodlands covering 3,500 sq. mi.

There is considerable speculation in the area that Howard Smith will build a pulp mill to use the pulp on the McFadden timber limits.

Meanwhile, the lumbering part is expanding with two new lumber camps established at White River. And about 12 mi. west of Blind River, a mysterious buyer has been optioning land at Dean Lake with speculation ranging from a site for an atomic power plant to a sulphuric acid plant.

North of Iron Bridge which is some 17 mi. west of Blind River, **Ontario Hydro** is building a new power project at Red Rock with two other sites available in the Missisauga area.

East from Blind River, the railway line is crowded with sidings and storage areas for supplies for the uranium mines to the north. **Noranda Mines** is operating a sulphuric acid plant at Cutler.

Along the highway, motels and trailer camps have sprouted — first as part of the Elliot Lake uranium boom and remaining as the flow of tourists steps up from the U. S.

The Mackinac bridge makes it possible for U. S. tourists to drive around Lake Huron and they seem to be taking advantage of their closeness to Ontario's provincial parks.

Agriculture development is also strung out along the highway and rail line as well as on Manitoulin Island which lies just off the Lake Huron shore. Manitoulin is the largest inland island in the world and its dairy products, turkeys help feed northern Ontario.

Blind River seeks a short road link which would cut through a new area to Elliot Lake, eliminating a round-about trip. Traffic is increasing on the main highway and right-of-way is being widened to four lanes with a four-lane bridge in Blind River completed.

Demand is Growing For Local Talents

Northern-based engineering and architectural services are bigger factors than ever before in the construction and building picture of northeastern Ontario.

Professional talent in the field is getting a bigger share.

But the old bugbear remains to some extent:

Outside interests tend to retain outside talent. And it's still a touchy question with architects and professional engineers.

"There are many jobs, now handled from big cities, which could be done by local engineers satisfactorily," R. S. MacLennan, consulting engineer of North Bay, believes.

On the architectural side, **Critchley & Delean,** prominent consultants, find a similar tendency by some industry, business and governments to ignore local professional skill.

Says Partner L. Delean:

"We have the confidence of our own citizens and school and hospital boards, but architects in northern Ontario are often ignored in the industrial, large commercial and government projects."

But growing prosperity in the region, peppier construction and building, have brought a much greater demand for professional skill over the last decade or less.

An example:

There were three architectural firms in Sudbury, one in North Bay, in early 1950s.

Today there are eight and six offices respectively in these cities.

Engineers mention these advantages to retaining northern talent:

- **The local man** will have a good knowledge of climate and soil conditions. Costly mistakes may be avoided.
- **Some ill-will is avoided** if the skills available in the area are fully used, wherever practical, by the newcoming business or industry.
- **Even in complex jobs,** where a specialist engineer is needed, it is still advisable to have a local firm working in conjunction with the specialist.

Indicating the growth in demand, local architects have designed large hospitals in Sudbury, Kirkland Lake and North Bay, among other projects carried out by local boards.

"Large high schools, homes for the aged, seminaries, which a few years ago would have been offered to large outside firms, are now being handled by local firms," an architect points out.

On the other side of the coin, he points to recently-built federal buildings in Timmins, Sudbury and North Bay. Only one was designed locally.

But, over the long-term, the swing will likely be toward more demand for services offered by northern firms.

Right now, the construction and building pace in the region is brisk.

Growth is swinging ahead in cities of North Bay, Sudbury and Sault Ste. Marie.

But activity is also picking up in the gold mining, pulp and paper and distribution centres to the north.

Kirkland Lake and Timmins, largely tied to gold mining pattern, are moving into new projects on the heels of the federal government's extension of cost-aid to the mines and a 25% hike in payments.

For the future:

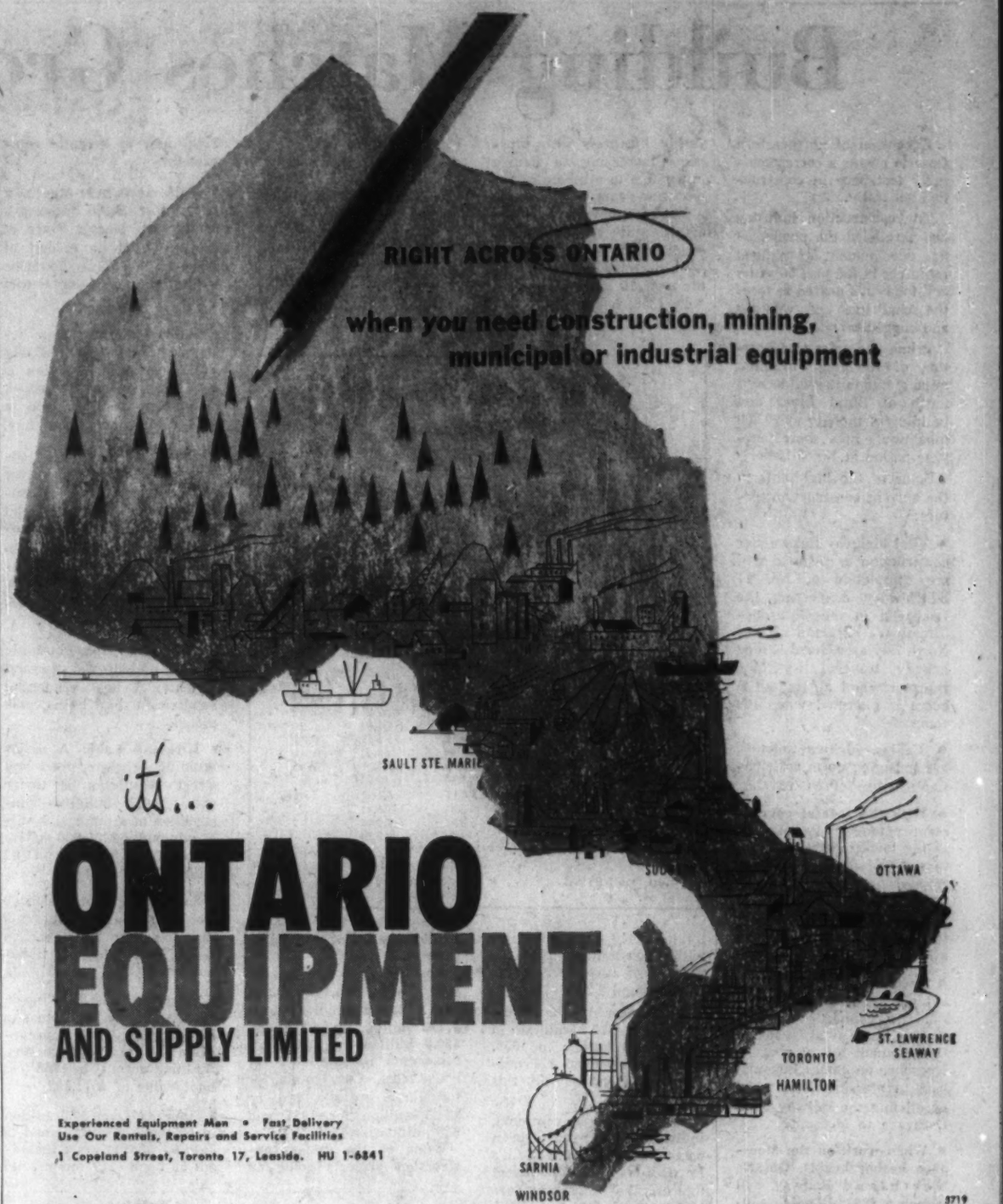
A great deal of hope is being pinned to the advent of natural gas, coupled with the supply of hydro power, water and transportation networks through the region as attractions to industry.

Engineers and architects, as well as others offering services, see an upward trend in commercial, industrial and residential building through the northeast.

There are 20 offices of practising architects in the cities of North Bay, Sudbury, Timmins and Sault Ste. Marie.

About a dozen consulting engineers offices are spotted in North Bay, West Ferris Twp., Sudbury, Sault Ste. Marie, Blind River and New Liskeard.

Most are consulting municipal and civil engineers but there are also mechanical, forestry and mining engineers practising.



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Denison in forefront of world uranium supply

Consolidated Denison Mines is the world's largest single uranium producer.

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MODERN RESIDENTIAL district at Elliot Lake, the uranium capital. Residents are concerned about future markets for uranium, seek security in diversification.

Elliot Lake Mounts Campaign To Assure Future Prosperity

Only 17 Miles
To Elliot Lake
City of the Future
URANIM CAPITOL OF
THE WORLD

That mis-spelled model of an outdoor sign hangs in the Chamber of Commerce office in Elliot Lake.

The newest town in Canada has been too busy to (1) fix the spelling (2) erect the sign.

Elliot Lake is a community with the jitters.

It was founded because of war fears (uranium for atomic weapons) but it sees its future in the clouded developments which are harnessing atomic energy for peace.

The mines in Elliot Lake are assured of outlets for their uranium until 1962 and 1963. It is the immediate period after these dates that the 30,000 people of Elliot Lake worry about.

The U. S. Atomic Energy Commission has options on production until 1966 but it does not have to indicate its intentions until March 1961.

Also, any crystal-ball gazer trying to look into demand for uranium for power plants can't see any sizeable markets until the 1970's.

The problem;

What happens to the mines between 1963 and the 1970's?

No one knows the answer yet.

The 10 mines in the area hold contracts which provide for repayment of their plants during the life of the contract.

But many of Elliot Lake's citizens are sitting with long-run stakes in the form of 25-year mortgages on their homes, money sunk into businesses.

Elliot Lake is a modern community with every amenity that was hacked out of the bushland north of Lake Huron in something like three years. It is a high-paid community with average weekly wages among the miners running at about $112. This includes overtime.

Its winding streets skirt between two lakes, include modern primary and secondary schools (expanding steadily), three hotels, a large shopping area (some 100 businesses in the town), two industrial areas, a $3 million hospital just opened, a community centre, two brokerage offices, some 2,000 trailers in neat parks and everywhere — youth.

Uncertainty over the future is being translated into a major drive by area business men to establish a broader economic base.

This whole situation could change overnight and start another boom in the area if, and it's a big if, uranium contracts were extended.

Meanwhile, resolutions, delegations press government officials for more effort in developing peaceful use of uranium (like locating a power reactor on the north shore of Lake Huron) more work to open up other resources in the area.

One thing is becoming clear in Elliot Lake:

The people who are buying homes (many mine employees have five years to decide whether they want to buy), the merchants who financed their businesses, the truck operators, hardware wholesalers, hotel owners are already fighting hard to assure a future for the "City of the Future."

Their stake is too big to just let it hang on a decision by government agencies.

Inco Strike Showed Sudbury Needs Broader Business Base

Sudbury is taking a hard look at its future.

This capital of the world's nickel-mining industry is getting ready to step out in a search for industrial development to broaden its business base.

The post-war years generally, were boom years with the nickel industry growing in giant jumps to feed an expanding industry throughout the world.

But a three-month strike at the end of 1958 at the **International Nickel** operation (employing 15,500 area residents) emphasized the need to spread out the economic base.

First step in the efforts of Sudbury area business and officials got under way this summer.

The newly-formed Sudbury & District Industrial Commission representing Sudbury and adjoining townships, retained the Battelle Memorial Institute to carry out a study of the area.

This work, estimated to take about four months, will:

- **Examine the present economic base of the area.**
- **Determine industrial potentials.**
- **Indicate the logical sequence of developing potential industries.**
- **Suggest ways in which industries might be introduced into the district.**

Already there have been plenty of signs that Sudbury has much more than the nickel mines.

For one thing, the original founding of the city was as a transportation hub of the **Canadian Pacific Railway.**

There are, of course, lumbering and pulp and paper operations — particularly the **KVP Co.** plant at nearby Espanola.

The strike showed that lumbering, paper and paper mills, uranium mines at Elliot Lake, steel mill at Sault offer a wide potential in business and jobs in what seems to be developing rapidly into a well-integrated economic area.

Sudbury area leaders like Joe Fabbro, the youthful looking mayor, have learned much from the strike.

Today they are starting plans to provide sewage treating facilities, a new city hall, recreation areas, maintenance and improvement of streets and sidewalks and generally provide more and better municipal services.

"We are trying to create an atmosphere of permanence to attract outside businessmen," Fabbro says. "We want to emphasize that we are not the type of mining town conceived by most people."

Retail trade draws on something like 100,000 people readily and one of the highest per-capita wage areas in the country.

Expansions since the end of World War II have developed suburban communities, opened new areas so that borders of Sudbury and its neighboring townships of McKim, Neelon and Garson can't be distinguished.

Cost-Aid Improves Timmins Optimism

Timmins and Tisdale Township in the famed Porcupine gold camp are taking construction and building plans off the drawing boards for action.

It typifies a new confidence:

That gold will hold its own, at least through the next two years.

"More federal aid for the mines and labor peace have done it," says J. V. Bonhomme, chairman of Timmins industrial committee.

"Of course, we believe that gold should be returned to its proper place in the international monetary scheme of things," Bonhomme continues.

But like other gold communities, Porcupine breathes more freely because of the new cost-aid pattern.

To mid-summer, Timmins had issued $2.5 million worth of building permits.

It expects to see over 110 homes built this year, several commercial buildings (including a $400,000 supermarket), and a big demolition program carried out on older buildings.

The town itself will spend around $300,000 on roads and streets.

Building is also picking up in the Tisdale community of South Porcupine and elsewhere. Permits to value of $486,000 were issued in first seven months.

The Porcupine area of 40,000 population includes Timmins with 28,000, Mountjoy Township 1,830, Tisdale 8,200, Whitney Township 1,600.

Fifty years ago, it was an unknown land of lake and muskeg.

Porcupine mines today employ over 6,100 persons from the surrounding communities.

They draw down wages and salaries totaling $21.7 million. Last year the average hourly rated wage in the camp was $71.34 weekly.

The massive output of the mines comes to 1.1 million oz. gold from 4.5 million tons of ore milled.

Production value ran to $38.3 million last year, should be as high or higher this year.

Blocks of land, serviced for industry, are available in all Porcupine municipalities where total assessment now runs to $33.5 million.

Bomarcs May Boost North Bay District

Distribution, light manufacturing and tourism have combined to swing a major change in North Bay.

The city of 23,000, born of the early Canadian sea-to-sea concept and the **CPR's** push westward, symbolizes the rapid postwar development of the northeast.

It has flung off the "quiet railway centre" label to sharply broaden its base.

- **Visitors pour some $10 million** into the area every season. A tourist office handles 10,000 in-person enquiries every year.
- **Headquarters for more than 600 commercial travelers,** the city is distribution and routing centre for broad section of the northeast and northwestern Quebec.
- **Paced by Du Pont of Canada and Canadian Johns-Manville plants** in adjoining West Ferris and Widdifield townships, light industry base is expanding quickly.

Now talk of a top secret defence establishment is giving North Bay and the township areas a dose of boom fever.

"The proposed Bomarc project in Widdifield could be the biggest single development yet," suggests North Bay Mayor M. E. Dickerson who also represents the city in industrial promotion.

So far, hard details are scarce. But while Bomarc rumors fly, commercial, industrial and travel industries add new pep each year.

The city's assessment figure, for example, has flipped ahead 22% in last five years to $29.7 million.

But while broad growth is the keyword, transportation still looms big in the city's picture.

It is headquarters for **Ontario Northland Railway,** site of ONR's big diesel shop and roundhouse.

Together, the **ONR, CPR** and **CNR** employ over 2,000 persons—by far the biggest employer.

The drive to provide a rail link with the West Coast actually led to first major development of the Lake Nipissing city.

It came after a very slow start. For a great part of the last century, the spot on the map was stranded without road or rail links to the south. But in 1881, the CPR headed west to build a rail line from Mattawa, reached Lake Nipissing the following year.

Other lines of travel and communication came, but it has been opening and expansion of the great mine and lumber areas to the north which has given North Bay its lever for diversified growth.

It's coming now.

The city has spilled outward toward the two townships.

Population, just under 23,000 for city proper, is over 40,000 in a 25-mi. radius.

It is served by three railways, an airport within three miles (TCA and chartered sea plans), seven active truck transport companies. It's also a major centre of government services.

Right now, the bustling city wants more specialized medical men, dentists, thinks a medical clinic is needed.

There may be possibilities too for brick manufacturing, for by-products of wood and forest industries.

"And we need more farmers and market gardeners," says a businessman.

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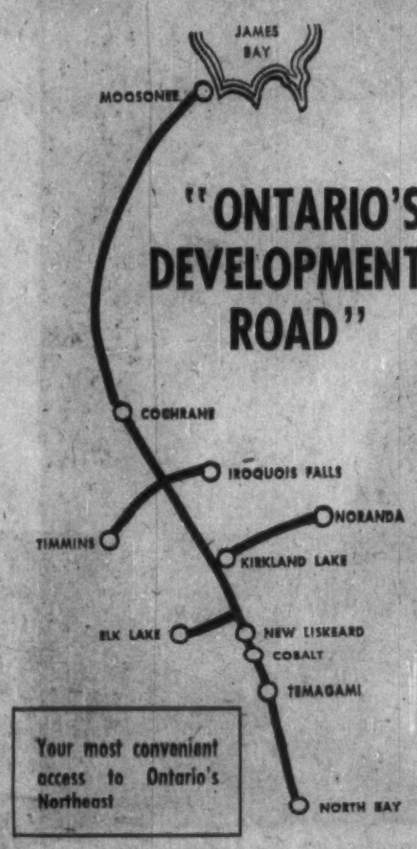

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Little Long Lac Gold Mines Ltd. and Associated Companies are the second largest gold producing organization in Canada.

The Little Long Lac Group has attained its important position in the Canadian gold mining industry by wisely following a policy of growth development based upon gold.

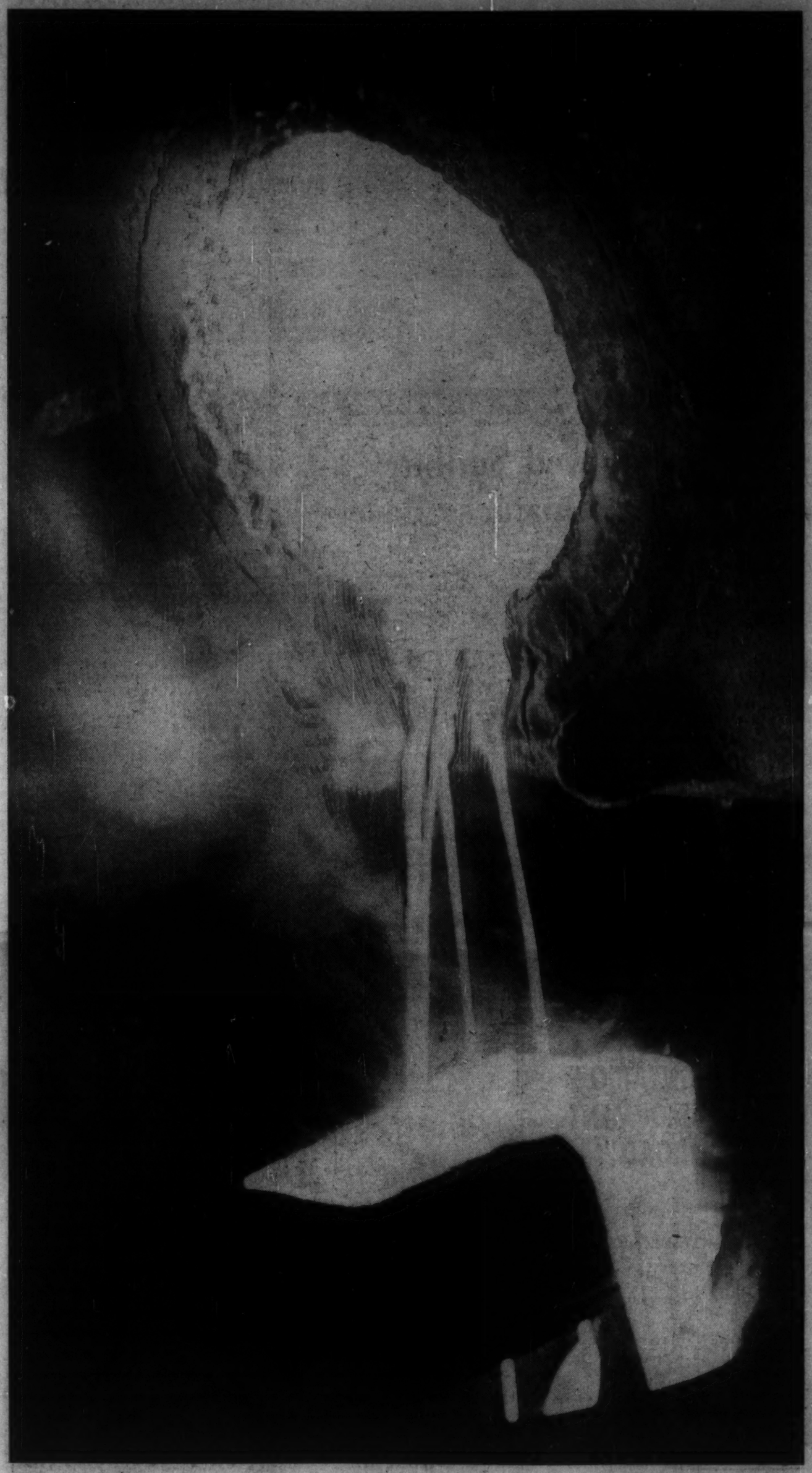
Little Long Lac controls directly and indirectly, ten major gold producing mines including Lake Shore Mines Limited, Wright-Hargreaves Mines Limited, MacLeod-Cockshutt Gold Mines Limited, Malartic Gold Fields Limited, East Malartic Mines Limited and Barnat Mines Ltd., with total production exceeding $20,000,000 a year.

The Little Long Lac Organization has recently brought into production Norlartic Mines Limited and is now developing (through MacLeod-Cockshutt) the large Consolidated Mosher Mines Limited gold orebody with production scheduled early in 1961.

Outlined gold orebodies at the Akasaba Gold Mines Limited and Marban Gold Mines Limited properties are currently being prepared for production.

Little Long Lac engineers were responsible for locating the iron deposits at Great Whale River and through Wright-Hargreaves, Malartic Gold Fields and Belcher Mining Corporation Limited, exploration has outlined impressive tonnages of magnetite iron ore. Expenditures to date at Great Whale River have been in excess of $600,000.

Little Long Lac and Associated Companies are more active than ever before in pursuing programmes which are designed to enlarge gold ore reserves, broaden the base of mining operations and, in general, to further the Canadian mining industry.



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